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what does he think?

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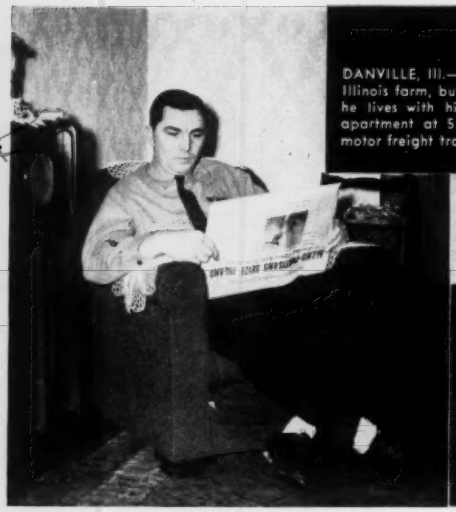
See pages 14-15

IN TOWN . . .

DANVILLE, Ill.—Frank Cunningham grew up on an Illinois farm, but in 1927 moved to Danville, where he lives with his wife and three children in an apartment at 512 Kimber Court. Frank drives a motor freight transport between Danville and Chicago. He and his wife are constant WLS listeners. Pictures show Frank catching up on the war news; the family: Lorena Ann 3, Mrs. Cunningham, Rowena Mae 4½, Mr. Cunningham and Morton Homer, 1½; and Mrs. Cunningham with "Butch."



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. . . AND COUNTRY

ROSSVILLE, Ill.—Walter Cunningham, cousin of Frank in Danville, owns his 111-acre farm on Rural Route 1, Rossville. He has spent all his life on the farm, but his wife, Madlyne, was a city girl, grew up in Danville. They have a modern farm home with electric lights, running water, central heating, gas stove, and telephone; they own a car and tractor. Photos show Mr. and Mrs. Cunningham in their smartly furnished living room; Walter feeding his large dairy herd, and the three youngsters with their pet: Huber, 16, center; the twins, Jene and JoAnne, 13

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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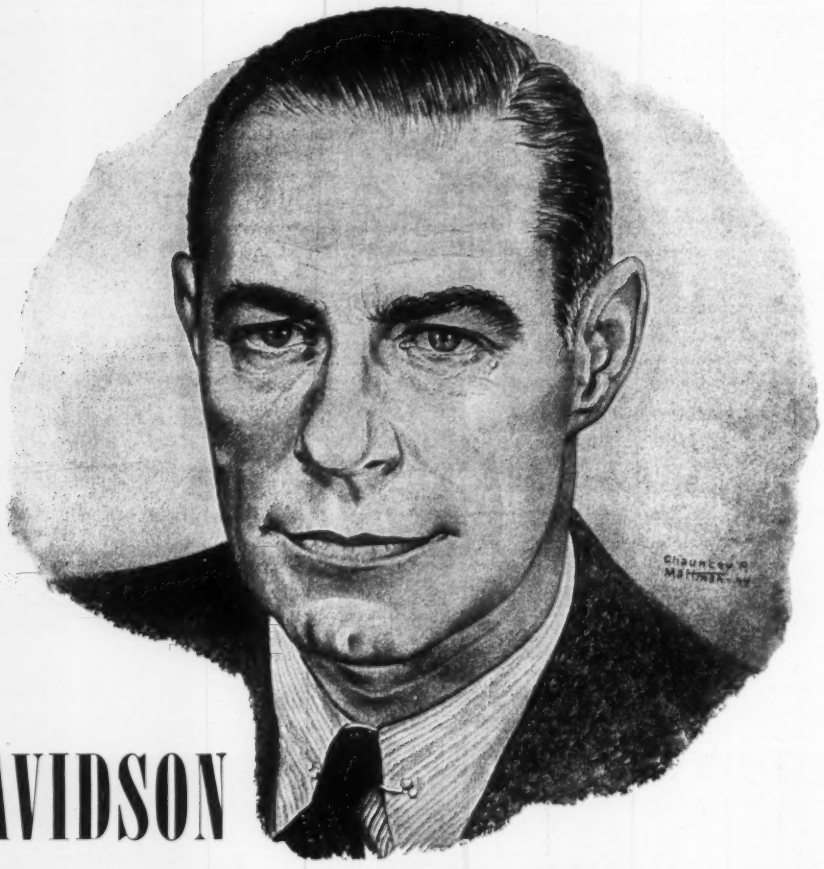

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●Right, Mr. Davidson—and what's more, the best way we know to prove the power of spot-broadcasting is to induce advertisers to try out a few of their toughest markets, and then keep tab on the results! Here at Free & Peters we've cooperated with agencies on literally dozens of such eye-opening demonstrations.

●Maybe it's a strange thing to say, but we believe that one of the distinguishing things about Free & Peters is our faith in radio as a sales medium, and our eagerness to share in the responsibility of making it pay off in sales. And maybe that, in turn, is one of the reasons why so many of you agencies and advertisers have honored us with your friendship and confidence.

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BROADCASTING
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Vol. 26, No. 18 WASHINGTON, D. C., MAY 1, 1944 $5.00 A YEAR—15c A COPY

Newspapers Plan Bid for Radio Accounts

FM, Video, Free Press Feature ANPA Meet

By BRUCE ROBERTSON

INTEREST of newspaper publishers in radio, particularly in FM which offers those who failed to make broadcasting affiliations in the past a chance to remedy that oversight in the near future, was undisputedly proved last Thursday when publishers attending the fifty-eight annual meeting of the American Newspaper Publishers Assn. filled the Grand Ballroom of the Waldorf-Astoria, New York, for a special FM session, following the conclusion of the regular convention business on Thursday morning.

Meeting also demonstrated that the newspaper publishers and their representatives are determined to regain their one-time positions as top advertising medium. Reports were made at the Bureau of Advertising session that they have already begun a hard-hitting campaign to take some of radio's most faithful accounts into the newspaper camp and that this campaign will become an all-out offensive as soon as unlimited newsprint is again available.

Free Press Major Topic

Convention was the largest in ANPA history, according to Cranston Williams, general manager, who announced a total registration of 810, first time any ANPA meeting has passed the 800 mark. ANPA membership also is at an all-time high, with 644 newspaper members, an increase of 76 during the past year.

Freedom of the press was a major theme of both the ANPA meeting, held Tuesday through Thursday, and the Associated Press meeting on Monday. Reviewing the Government anti-trust suit against the AP, whose appeal is now before the U. S. Supreme Court, the AP board in its annual report declared: "Only by the maintenance of a free and independent press can democratic institutions survive. If the Government can control the news, its power is unlimited. The AP will resist to the utmost every effort to bring about Government control of news."

Linwood I. Noyes, *Ironwood* (Mich.) *Globe*, ANPA president, pledged the support of the ANPA to the AP in its fight for freedom of the press and further stated: "No democracy can function without the free newspaper and the free speech which the newspaper symbolizes."

Message from Devers

First day of the ANPA convention was devoted to a meeting of publishers of papers with less than 50,000 circulation, who discussed their particular problems under the chairmanship of Buell W. Hudson, *Woonsocket* (R. I.) *Call*. Highlight of this session was a message to the convention from Lt. Gen. Jacob Devers, Deputy Supreme Commander of the Allied Forces and Commander of American Forces in the Mediterranean Theater, which had been recorded on a General Electric magnetic wire recorder in Italy two days before and flown to America for reproduction on a similar device at the publisher's meeting.

Introducing the demonstration, Mr. Hudson termed the machine "a new communications tool which you will probably find applicable to your postwar business." Describing its war record, he said: "It produced the first permanent record of a landing operation against the Jap-held territory when the Marines took over at Bougainville. It hit the beach at Salerno, was present at the Anzio beachhead, lashed to the fire control bridge of a U. S. destroyer. It was on a cliff looking directly up at Montecassino when the famous Abbey received its first bombing. It was put to work on Kwajelein immediately following the capture of that island from the Japs."

Plans for an organization in the field of retail newspaper advertising to do a promotion job comparable to that of the ANPA Bureau of Advertising in the national field were discussed by James W. Egan Jr., advertising manager, *New York Times*. Such group, he explained, would be helpful in selling chain stores, cooperatives and other retailers with group facilities, and also in preparing material which each newspaper would find valuable in selling its local merchants.

Suggestion that the ANPA should have its own radio division to keep its members informed on FM, television, magnetic recordings

(*Continued on page 64*)

Publishers Told of FM Opportunities

Proponents Urge ANPA Members to File Immediately

ADVANTAGES of FM operation, the immediate opportunities for newspaper publishers in FM radio and specific dollar costs of construction and operation were given to some 500 newspaper publishers and editors at the FM session of the American Newspaper Publishers Assn. last Thursday afternoon at the Waldorf-Astoria.

The newspaper men heard with interest Walter Damm, WTMJ Milwaukee and FMBI president; Dr. W. R. G. Baker, GE vice-president in charge of the electronics department and chairman of the Radio Technical Planning Board, and Dr. Edwin H. Armstrong, FM inventor, relate the various aspects of FM operation. The meeting was followed by a session of written and oral questions answered from the floor by Mr. Damm and Dr. Armstrong.

Independent Programming

"FM opens the door of station ownership," Mr. Damm told the group, "to thousands of individuals and corporations who have long ago realized the potential possibilities of radio, but who have been unable to find a space in the radio spectrum allocated to broadcasting which would permit the assignment of a station in their community." FM, he went on, occupying as it does a different part of the radio spectrum and because of its inherent technical advantages, will make possible a number of interference-free stations in every community.

Mr. Damm urged independent programming for FM stations, critically commenting on the views of the national networks that an AM station operator should broadcast the same programs on FM as are transmitted on his AM station. "FM operation, many FM owners feel, should be independent of their AM operation, and this," he said, "with the full realization that as FM listeners increase, AM listeners will decrease and eventually fade out of the picture."

Independent programming, he explained, will promote a program structure incorporating improvements and changes "which many of us feel are needed". In accordanee with this line of thinking, Mr. Damm continued, a group of owners and applicants of FM stations, in 1941, organized a corporation to operate a network of FM stations "which could be operated to take advantage of every improvement offered by this new radio service—something it is impossible to do if FM stations are merely used as a bonus service to AM stations by broadcasting the same programs of both stations".

Mr. Damm explained that duplicate operation might well be considered unfair competition by FM owners not affiliated with an AM station. "As a matter of fact," he asserted, "the FCC rules, which were suspended for the duration, require at least two hours a day of unduplicated programs, and it may well be that when the war is over, and this regulation is reinstated, the number of hours may be increased, or duplicate operation of any kind entirely prohibited."

Decrease in AM Seen

Newspapers are missing a tremendous opportunity if they do not thoroughly investigate FM, Dr. Baker told the publishers. "Within a relatively short time following the war," he said, "FM stations will be built in most cities

(*Continued on page 8*)

(*Continued from page 7*)

now having standard stations. FM is also expected to prove economically sound in cities which have not previously supported a broadcasting station. This expansion will result from the fact that FM is the solution to the problems of fading, interference—and static that have hampered low-power standard stations. FM stations can build an audience and deliver it to advertisers day in and day out, regardless of weather or other conditions that frequently affect a standard broadcast reception."

He predicted that there will be a decrease in the number of standard broadcast stations from the current number of 912 to about 750, and an increase in FM stations from a currently operating 53 to 500, within five years after the war.

"With 912 standard stations producing gross time sales in the neighborhood of a quarter of a billion dollars," he said, "a tremendous new market and new profit opportunity is offered in the coming FM field. FM will make available station time that is necessary to continue the steadily expanding total of radio billings. In addition to the revenue that will accrue to a newspaper operation of a successful FM station, there is the advantage of institutional promotion.

"In fact, some champions of newspaper ownership of radio stations even go so far as to suggest that newspaper publishers embrace

MR. HOUGH

FM as a source of first-class institutional promotion among their local readers without any thought to the additional revenues such a service would make available to the newspaper and its clients. That, however, is a matter of individual opinion and depends upon the newspaper's own economic problems."

Armstrong Urges Applications

Dr. Armstrong reviewed the historical development of FM, summarized the advantages and predicted that the 100-mile radius coverage of the FM signal will be increased to approximately a 200-mile radius. "FM today is working up to three or four horizons and given suitable elevation will out-

(*Continued on page 61*)

PUBLISHERS GIVEN FM COST DATA

ESTIMATED construction and annual operating costs of FM stations, prepared by FM Broadcasters Inc., were distributed at the FM session of the American Newspaper Publishers Assn. convention in New York last Thursday for the edification of publishers.

This break-down showed a total cost of $52,585 excluding taxes, copyright fees, transmitter location, rent and programming. Costs were allocated as follows:

Rent (excluding any space needed for transmitter location where transmitter cannot be operated from studio location) $6,000; station manager (emergency announcer) $5,000; announcer $3,000; stenographer (supplementary announcer) $1,800; operators (3) $8,500; telephone, office supplies $1,000; promotion $2,400; power and light $1,200; tube replacements $450; apparatus maintenance $750; miscellaneous $1,600; social security and compensation taxes $1,000; insurance $350; depreciation $6,000; program production (2) $6,000; transcription service $2,500; news service, $3,335; FMBI dues $300; miscellaneous program material $1,400; total $52,585.

The breakdown provides very little for local program talent, he pointed out, and means that the station will have to depend largely upon a transcription library service. The amount is dependent upon the type of service the station owner wants to give his community. Mr. Damm added that the operating costs were subject to variables of salaries, decreases and costs of equipment and other factors.

The construction cost of FM stations from 1 kw to 50 kw were broken down as follows:

Item	1,000 W	3,000 W	10,000 W	50,000 W
Filing	$ 2,500	$ 2,500	$ 2,500	$ 2,500
Transmitter	10,000	13,750	25,000	75,000
Antenna	6,000	7,500	12,000	17,000
Studio control	4,000	5,000	5,000	10,000
Installation	2,500	3,000	7,500	15,000
Measuring equip.	2,000	2,000	3,000	3,000
Proof of performance	2,500	2,500	2,500	2,500
Miscellaneous	1,000	2,000	3,000	5,000
Total	$30,500	$38,250	$60,500	$130,000

Computed on an average station basis this would mean approximately $64,800 as an average construction cost. The average plant expenditure in an anlysis of pending applications made by BROADCASTING (April 24) is $60,000.

Distinguished Service Award Is Given Hough by Newspaper Radio Committee

A NEWSPAPER-RADIO distinguished service award for directing and winning the newspaper ownership fight was given Harold V. Hough, WBAP-KGKO Fort Worth, last Tuesday in New York by the Newspaper Radio Committee. A scroll paying highest tribute to the Newspaper Radio Committee chairman, along with a gold watch, symbolized the award. The Committee, which has functioned for three years, was disbanded in view of the FCC action Jan. 13 in dismissing its proposed newspaper divorcement regulation [BROADCASTING, Jan. 17], and deciding to consider cases on their individual merits.

The scroll, signed by Committee members, reads as follows:

To Harold Hough: For three years, from April 1941 to April 1944, you have acted as chairman of the Newspaper Radio Committee. Your qualities of leadership, your soundness of judgment, and your unremitting energy, together with your unselfish subordination of your personal interests, have won the respect and regard of the newspaper and broadcasting industries alike. Your sole reward must be the knowledge that you have made a lasting contribution, not only to the members of the newspaper-radio group, but to the cause of freedom of the press. The accompanying gift is only a slight mark of the affection of the undersigned, who were your associates and who will remain your friends.

Harry M. Ayers (WHMA)
Gardner Cowles Jr. (Iowa Broadcasting Co.)
Walter J. Damm (WTMJ)
Dean Fitzer (WDAF)
Truman Green (WFLA)
A. H. Kirchhofer (WBEN)
John E. Person (WRAK)
E. M. Stoer (Hearst Radio)

Newspaper Radio Committee Dissolved at ANPA Meeting

Retraction of FCC Orders 79-79A Nullifies Duties Of Committee for Newspaper Ownership

NEWSPAPER RADIO Committee, formed during the ANPA convention of 1941, was dissolved last Tuesday, during the ANPA convention of 1944. Committee was organized following the issuance of FCC Orders 79 and 79-A, halting the issuance of station licenses to newspapers pending an investigation of newspaper ownership, for the purpose of resisting any Governmental move toward forcing a divorcement of newspapers from station ownership. Its decision to dissolve followed the FCC action retracting Orders 79 and 79-A and placing newspapers on a parity with other applicants, each case to be considered on its individual merits.

Committee Praised

Funds remaining in the Committee treasury, $8,000 to $9,000, will be distributed to members on a pro rata basis. Meeting gave a vote of thanks to Harold V. Hough, *Fort-Worth Star Telegram* (KGKO WBAP), chairman of both the full committee and its nine-man steering committee, to the steering committee, and to the committee's counsel, headed by Sydney M. Kaye, for their work during the three years and three days of the group's existence.

In contrast to the intense and prolonged activity of the Committee's formation, its dissolution was both quiet and rapid, the entire session taking scarcely more than 15 minutes. Mr. Hough opened the meeting at 4 p.m. by reading a resolution adopted by the steering committee at its meeting earlier that day:

"Inasmuch as the Federal Communications Commission has announced that in the light of the record, Orders 79 and 79-A have been dismissed and the duties of the Newspaper Radio Committee have therefore been concluded, it is the sense of the steering committee that the Newspaper Radio Committee should be dissolved."

Hough Honored

After the full committee had approved the action of the steering committee, Mr. Hough read a letter he had received from Linwood I. Noyes, *Ironwood* (Mich.) *Globe*, president of the ANPA, praising the committee for its "constructive works" and in view of its impending windup asking if the ANPA could do anything to aid the interests of radio and of newspapers owning stations.

Mr. Hough also read his reply, expressing the personal view that it would be a mistake for the committee to be continued as a part of the ANPA organization since that might be taken to indicate that newspaper stations are operated as departments of the papers, whereas in actual practice they are usually operated as entirely separate organizations, with little duplication of operating personnel. He expressed the hope that more newspapers enter the radio field because of their past history of successful station operation and because, as stations go into more local news coverage the newspaper background in that field will be of great value.

Walter J. Damm, *Milwaukee Journal* (WTMJ WMFM), vice-chairman, presented to Mr. Hough on behalf of the steering committee a gold wrist watch and a handsomely embellished scroll.

Jett Sees Dual Post-War Video System

Present Standards For One; Other Later

TWO COMMERCIAL systems of television—one to get under way as soon as wartime freezes are lifted under existing or slightly modified standards, and the other a "vastly improved system" sometime after the war, are foreseen by Commissioner E. K. Jett of the FCC, recognized engineering and allocations expert.

In answer to questions propounded by Norman D. Waters, president of the American Television Society, Lt. Jett last week projected his personal views on the visual medium. The wisest course is to proceed under existing commercial standards, with the more permanent system, occupying a different band of frequencies to come perhaps one or two years later. He feels it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters—simultaneous transmission under the old and new standards.

COMMISSIONER JETT

No Delay Urged

Lt. Jett, who was chief engineer of the FCC from 1938 until his appointment as a Commissioner this year, urged no delay in promoting full commercialization of television. To operate an "inferior" system of television as soon as freezes are lifted, and the "superior" system simultaneously, corresponds with the plan on AM and FM stations, since it contemplates continued use of both aural bands.

Lt. Jett's letter to Mr. Waters, dated April 19, is being published in the *ATS News*, bulletin of the Television Society, scheduled to be mailed May 1. It follows in full text:

Dear Mr. Waters:

This is in reference to your letter of April 17, 1944, in which you propound certain questions with respect to the future of television. I believe that the subject matter has been dealt with at length in articles appearing in the various trade journals. I see no reason, however, why I should not give you my own views on this important matter. Naturally, I do not speak for the Commission or any other person.

Accordingly, there is given below a brief statement in answer to each of your questions:

QUESTION I: What are the possibilities of commercial television, based on the assumption that materials and manpower become available for the production of transmitters and receivers at a reasonably early date?

If materials and manpower become available at a reasonably early date for the production of television transmitters and receivers, the wisest course of action would be to proceed under the existing commercial standards of the Commission. In other words, there should be no delay in promoting the full commercialization of television beyond the time required to manufacture equipment in conformity with existing frequency allocations and engineering standards of the Commission.

I do not mean to imply that we should cease to consider proposals to effect worth-while changes. Indeed, there may be time to consider and adopt some desirable changes; for example, the RTPB may be able to show that certain changes can be made without delaying the manufacture and sale of equipment. It would be very unfortunate, however, if the public is deprived of television service simply because there may be a theoretical basis for certain worth-while improvements.

Obviously, any theoretical proposal could not be accepted unless it can be backed up by practical tests and demonstrations in the field. Therefore, proposals involving extensive research and development should not be allowed to interfere with progress under the existing system

Higher Bands

The present commercial rules and standards were adopted by the Commission in 1941 after lengthy hearings. Since that time the Commission has reserved 18 channels for commercial television and a few stations have remained on the air in spite of the handicaps resulting from the wartime "freeze" on equipment and manpower. We know that service on the lower seven channels, i.e., below 108 mc will measure up to our original expectations.

I must admit, however, that we lack reliable data with respect to the performance characteristics of frequencies in the upper 11 television bands above 162 mc; likewise we do not have any assurance that high power transmitting equipment can be built for this portion of the spectrum.

Therefore, I am not convinced that the present allocation would permit the licensing of a truly competitive nationwide system of television broadcasting, particularly if lower band channels are assigned to some stations, and upper band channels to other stations in the same city.

There are, of course, other considerations such as the feasibility of developing an efficient receiver which may be tuned to any of the 18 channels. This is important both from the standpoint of sales distribution and convenience to set owners who move from one locality to another. Receivers should, of course, possess the same possibilities with respect to reception of all television frequencies that now exist with respect to Standard and FM receivers.

QUESTION II: How would you provide for an immediate system, and at the same time provide for a new and improved system of television, so the public will be fully protected?

If large-scale television operations are commenced at a reason-

(*Continued on page 60*)

Build for Better Television—CBS

Kesten Points to War Progress Achieved In Electronics

THE CASE for a post-war renascence of television on a basis that takes advantage of the normal decade of electronic progress achieved under wartime pressure in slightly over two years, with better pictures, larger pictures and pictures in full color, in contrast to a post-war resumption of television on pre-war standards, is presented by CBS in a 16-page report announced at a luncheon in New York last Thursday.

Proposed Standards

Paul Kesten, CBS executive vice-president, in presenting the report, declared that since Pearl Harbor "enough has already been done—developed, tested, proved and put to work—to strike off the technical shackles that held post-war television to a relatively coarse-screen picture" with "definite new standards which lie today at the very finger-tips of engineers."

He and Dr. Peter Goldmark, CBS chief television engineer, described the proposed new standards: black-and-white pictures comprising 585,000 picture elements in place of the pre-war 250,000 and colored pictures of 900,000 picture elements, broadcast on 16 mc bands in place of the pre-war bands of 6 mc. The differences are vividly shown in the report by half-tones of varying screens, both black-and-white and full color.

Arguments Cited

Report cites the arguments against change: Adapting wartime discoveries to peacetime television would involve a post-war lag, estimated by engineers as one to five years; the 7,000 receivers already purchased would have to be scrapped, as well as the several million dollars worth of transmitting equipment at the nine video stations now operating; improved pictures would take more space in the spectrum which the Government may need for other services; the public would not buy pre-war models if they knew improved sets were in the works, which might tend to balk post-war employment; so much fanfare has been made about present television that any basic change might cause embarassment; pre-war television, anyway, was pretty good and why change it?

But, the report declares: "CBS believes that all of them combined do not offset the simple rule of public service which demands the best-end product any industry can give. We recognize the problem which a quick and basic shift of

(*Continued on page 65*)

MR. KESTEN

Radio Operator Pulliam Buys Indianapolis, Muncie Papers

Sets Precedent in Press-Broadcasting Ownership; Price of Dailies Reported at $2,500,000

IN A "man bites dog" version of newspaper-radio ownership, Central Newspapers Inc. of Indianapolis, controlled by Eugene Pulliam, operator of WIRE Indianapolis and WAOV Vincennes, last week purchased the *Indianapolis Star* and the *Muncie* (Ind.) *Star*. The price was understood to be in the neighborhood of $2,500,000, representing one of the largest newspaper transactions in recent years.

The purchase was consummated with the Star Publishing Co., publishers of the two newspapers, on April 25 through acquisition of all of the common stock. Mr. Pulliam immediately took over as publisher. Central Newspapers Inc., the majority of which is owned by Mr. Pulliam and his wife, also owns the *Huntington* (Ind.) *Herald-Press*, the *Vincennes Sun-Commercial*, operated in conjunction with WAOV, and is a stockholder in WKBV Richmond, Ind., and KPHO Phoenix, Ariz., recently acquired.

No Staff Changes

The *Indianapolis Star*, morning newspaper with a Sunday edition, is one of the best-known publications in the Middlewest, with a daily circulation of approximately 130,000 and a Sunday circulation of about 190,000. The *Muncie Star*, also a morning paper, has a circulation of approximately 25,000.

The transaction was negotiated by Smith Davis, head of the Smith Davis Co., Cleveland, newspaper and radio station financiers, and was financed through that company.

Mr. Pulliam, active in radio since acquisition of WIRE a decade ago, announced that the staffs of the newspapers would remain unchanged. B. F. Lawrence, publisher and general manager of the Indianapolis newspaper, will retire from that post.

The acquisition of an important metropolitan newspaper by broadcasting interests is believed to be without precedent. The usual practice has been purchase of local stations by newspapers, with a dozen such applications now pending before the FCC.

The April 26 issue of the *Indianapolis Star* carried announcement of the transaction. "To meet a tax situation in the settlement of the estate of John C. Shaffer, deceased, sale of the common stock of the *Indianapolis Star* and the *Muncie Star* (Star Publishing Co.) was consummated yesterday (April 25)," said the announcement. "Mr. Eugene C. Pulliam of Indianapolis is the purchaser and will take possession immediately. We bespeak a hearty reception and continued success for Mr. Pulliam, who is known not alone to Indianapolis but to all Indiana as a civic leader, a newspaperman and operator of radio stations." The announcement was signed by B. F. Lawrence and Walter Brewer, as trustees.

Active in Radio

Another important transaction in Indianapolis involving newspaper-radio ownership was completed in February subject to FCC approval. The *Indianapolis News*, afternoon newspaper, contracted to purchase WIBC for approximately $440,000. This transaction involves acquisition of the station's stock from H. G. (Bud) Wall, attorney, and his wife, who own 75%, with the balance also to be acquired. This transaction also contemplated payment by the newspaper to Indianapolis Broadcasting Co., WIBC licensee, of approximately $2,000 per month, pending FCC approval.

Mr. Pulliam has been active in radio affairs and several years ago headed Network Affiliates Inc., organization of regional stations combatting high power. He also was active in the reorganization of the NAB in 1938. For the last three years he has been State Chairman of War Bond campaigns in Indiana.

MR. PULLIAM

Born on May 3, 1889 in Kansas, Mr. Pulliam began his newspaper career as a cub reporter on the *Kansas City Star*. In 1912 he became editor of the *Atchison* (Kan.) *Champion* and three years later editor and owner of the *Franklin* (Ind.) *Star*. In 1923 he also became publisher of the *Lebanon* (Ind.) *Reporter* and 10 other Midwest dailies. In 1929 he formed Oklahoma Newspapers Inc. and afterward established Central Newspapers Inc., operating in Indiana.

San Antonio Local KABC Asks Expansion to 50 kw on 680 kc

Outlet Plans to Purchase Mexican Station, Transfer Equipment to San Antonio for Installation

By L. C. CHRISTOPHER

OPERATION of a new high-powered station in San Antonio, utilizing the equipment of XENT Nuevo Laredo, Mexico, across the border from Laredo, Tex., is proposed in an elaborate application filed last week with the FCC by KABC, San Antonio local and Blue outlet. The application seeks assignment on 680 kc, erstwhile clear channel of KPO San Francisco, with 50,000 w day and 10,000 w night, using a directional antenna. KABC now operates on 1450 kc with 250 w. The station would continue on the Blue.

Five Now on 680 kc

Marking the second time that Mexican equipment would be used for operation in Texas, the KABC application sets forth that the XENT equipment would be purchased, moved and installed for approximately $190,000. Alamo Broadcasting Co., licensee of KABC, is identified with the Col. Elliott Roosevelt and Ruth Googins Roosevelt interests operating the Texas State Network and other Texas stations.

Last year the FCC authorized Carr Collins, Crazy Water Crystals head, to remove the equipment of XEAW Reynosa, Mexico, to Corpus Christi, Tex., to operate daytime on 1010 kc with 50,000 w. The station—KWBU—now is operated jointly by the Collins interests and Baylor University.

According to results and engineering analysis filed with the application, full protection as required under the Rules and Regulations of the FCC and the North American Regional Broadcasting Agreement would be afforded stations now on 680 kc: KPO San Francisco—50,000 w.; WPTF Raleigh,—50,000 w.; KFEQ St. Joseph,—5,000 w.; WLAW Lawrence, Mass.—5,000 w.; XED Guadalajara, Mexico—1,000 w.; WISR Butler, Pa.—250 w.

Majority of the voting stock in Alamo Broadcasting is owned by R. Early Wilson (30%), president; Charles F. Rosner (29%), vice-president, also 25% owner of Frontier Broadcasting, licensee of WACO Waco and KNOW Austin; and Mrs. Ruth Googins Roosevelt (27%), now president of the Texas

(*Continued on page 63*)

Elias Calls NAB Legislative Group

Meeting May 8 Coincident With Full Board Session

DESPITE mixed reports about prospects for radio legislation at this session of Congress the NAB Legislative Committee meets in Washington next week coincident with the May 8-10 sessions of the Board of Directors to reappraise the status of the White-Wheeler Bill (S-814), now pending before the Senate Interstate Commerce Committee. The full board of 26 will meet for the first time since J. Harold Ryan took over presidency of the Association April 15, succeeding Neville Miller.

Although Chairman Wheeler (D-Mont.) and Acting Minority Leader White (R-Me.) in the past have blown hot and cold on legislative prospects, it was reliably stated last week that a revised bill generally acceptable to both now was being drawn and probably would be reported to the full Committee within a fortnight.

The co-authors, it is understood, met privately last week to iron out proposed modifications. The bill is understood to provide for a five-man FCC, separated into two autonomous divisions, and with a rotating chairmanship.

Don S. Elias, chairman of the NAB Legislative Committee and a board member, called the Committee meeting for May 8. Practically all of the Legislative Committee members are members of the board. In addition to Mr. Elias, they are: Clair R. McCollough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James D. Shouse, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Columbia, S. C.; Nathan Lord, WAVE Louisville; Ed Yocum, KGHL Billings, Mont.; J. Leonard Reinsch, WSB Atlanta.

WRNL Transfer

RICHMOND Radio Corp., licensee of WRNL Richmond, Va., last week filed with the FCC an application for authority to transfer control from John Stewart Bryan (60%), Douglas S. Freeman (28% and D. Tennant Bryan (20%) to Richmond Newspapers Inc., which publishes the Richmond *Times-Dispatch* and the *News Leader*. Transfer involves all of the 500 shares voting stock and would cancel certain obligations held against the station by the former News Leader Co., which merged with the *Times-Dispatch* in 1940 to form Richmond Newspapers Inc. The relinquishing parties are identified with the ownership and operation of the newspaper organization. The transfer in no wise would affect management or operating policies of the station. General manager is Edward S. Whitlock.

NWLB Summons Petrillo In Radio Strikes

Demands to Know Why He Defied Work Order

By JACK LEVY

FOLLOWING refusal of James C. Petrillo, AFM president, to comply with its request to call off his "make-work" strikes at WJJD Chicago and the Minneapolis studios of KSTP, the National War Labor Board last week summoned the union leader to appear before it at a public hearing today (May 1) to explain why the strikes have not been terminated and to show cause why sanctions should not be imposed.

Following a meeting last Wednesday, the Board issued a statement declaring it has summoned Mr. Petrillo and officers of the Chicago and Minneapolis AFM locals to Washington "to show cause why the strike has not been terminated as directed by the Board on April 21 and why the Board should not immediately invoke sanctions and penalties provided under the War Labor Disputes Act and Executive Order 9370".

Other Efforts Fail

While the statement referred to the strike at WJJD, which was certified to the Board April 21 [BROADCASTING, April 24], telegrams summoning union officers were sent to Mr. Petrillo, Edward Benkert, secretary of AFM Local 10, Chicago, and George Murk, president of AFM Local 73, Minneapolis.

The Board's action came after other recourses to end the two strikes proved unavailing. The WJJD strike, now in its third week, and the KSTP walkout, which is two weeks old, have been repudiated by William Green, AFL president, as unauthorized and in violation of labor's no-strike pledge during wartime. Mr. Green had informed Ralph L. Atlass, WJJD president, and Stanley Hubbard, KSTP president, that he would endeavor to reach Mr. Petrillo in an effort to end the strikes. At last reports, he had been unsuccessful.

In a telegram April 22, Mr. Green advised Mr. Hubbard as follows:

Regret to learn of existence of strike of musicians at your radio station. I will go into matter and endeavor to get in touch with representatives of AFM and exercise all efforts possible to get men back to work.

On Monday, Clyde M. Mills of the WLB Strike Section notified officers of Local 73, Minneapolis:

The Secretary of Labor and the U. S. Conciliation Service have advised the NWLB that a dispute involving Local 73, AFM (AFL) and KSTP Minneapolis is in process of certification to the Board. The Board is informed that a strike of some members of your organization is in progress which is seriously affecting the operations of KSTP.

This strike is contrary to the national policy and is in violation of the no-strike pledge of your organization. This strike must be terminated immediately. You are directed to take such steps as may be necessary to terminate this strike and restore KSTP to normal operation. Please advise the Board of any action taken in compliance with this order.

Earlier, similar instructions had been telegraphed to officers of Local 10, Chicago.

Union Denies Strike

On Tuesday Stanley Ballard, secretary of Local 73, replied to Mr. Mills:

In answer to your telegrams to George Murk and myself, our local feels that inasmuch as our members are continuing to service station KSTP there is no existing strike. While it is true that the management of the station and this local are not in entire agreement, musical programs serviced by our members have, with our sanction, continued to be broadcast over the station during the entire period of the controversy.

We further feel that the disagreement which we are having with the management of the radio station does not in any way affect the war industry nor does it directly or indirectly affect the war effort. Under the circumstances we feel that we are in no violation of the War Labor Disputes Act and inasmuch as our members are playing over the station we are not disregarding labor's pledge not to strike. We would be pleased to appear before your board at any time in support of our contentions.

The Chicago AFM local also claimed that its action does not affect the war effort. A telegram received the same day from Mr. Benkert stated:

We are in receipt of your telegram of April 21 wherein you state that the Secretary of Labor and the U. S. Conciliation Service have certified the labor dispute between WJJD and the Chicago Federation of Musicians, Local 10, of the AFM to the NWLB and the War Labor Disputes Act.

The particular dispute does not in any way affect a war industry. Nor is the class of work performed by the employes war work. Careful inquiry on your part will convince you that there is no interference of any kind with the war effort.

Under the circumstances we are not violating the War Labor Disputes Act, nor labor's no-strike pledge. We will be pleased to appear before your board in support of our contentions.

Despite Mr. Ballard's denial that "there is no existing strike", members of the Minneapolis local told Mr. Hubbard, it was learned, that they were still under orders not to play at KSTP's Radio City studios in Minneapolis. Mr. Ballard's assertion that members of the union are "continuing to service" the station referred to KSTP's St. Paul studios.

The musicians indicated their personal willingness to comply with Mr. Hubbard's request that they resume their broadcasts of *Overseas Special*, a servicemen's program, from the station's Minneapolis studios but said their orders would not permit them to do so. The program is broadcast nightly before a live audience, including members of the armed forces, and is for troops at home and abroad.

"Advertisers Being Robbed"

"Although the union has attempted to make much of the fact that the musicians have continued to play from our St. Paul studios," Mr. Hubbard said, "they have studiously neglected to consider KSTP's reasons for opening its Radio City Minneapolis studios.

"KSTP was instrumental in the re-opening of the Northwest's greatest showplace as Radio City and created Radio City studios in order to provide complete and adequate radio facilities for the listeners of Minneapolis. KSTP opened its Radio City studios in order to give Minneapolis people what they wanted, the opportunity to see as well as hear KSTP's programs.

"Minneapolis advertisers, too, are being robbed of something they have a right to expect. When

(*Continued on page 57*)

Urges Congress on Air

A SECOND labor organization has urged a nationwide broadcast of Congressional proceedings. Rep. Will Rogers Jr. (D-Cal.), last Tuesday presented in the House a resolution adopted April 17 by the Santa Monica Bay District Central Labor Council, urging Congress to enact legislation establishing a nationwide broadcast of its proceedings. The resolution pointed out that "Congress could lease radio time" for important debates. The San Francisco Branch, National Maritime Union (CIO) earlier adopted a similar resolution [BROADCASTING, April 10].

J. C. Petrillo: Little Man Who Isn't There . . . . . *An Editorial*

NOTHING short of calling out the Marines, it seems, can stop James Caesar Petrillo in his blitz against radio. He seems to ignore the President of the American Federation of Labor, with which his musicians' union is affiliated. The National War Labor Board and the Dept. of Labor are just passing incidents in his life. Evidently he can't be reached after "strikes" are called in utter disdain of national policy and the "no strike" pledge of AFL and its affiliated unions.

AFM locals have struck at WJJD Chicago and KSTP St. Paul-Minneapolis. There isn't any explanation from Petrillo. The station managements say they were asked to double their quotas of musicians.

Why these sudden strikes? WJJD was in the news recently because it has been sold, subject to FCC approval, to Marshall Field, Chicago merchant prince and newspaper publisher. KSTP recently dedicated fine new Minneapolis studios. Did Jimmy simply figure that they could afford to pay this additional tribute? Sounds like a good guess since Jimmy's whole philosophy appears to be to make radio pay through the nose on his phoney "unemployment" premise—an argument that was depth-bombed by the tripartite panel of the War Labor Board in its report on the transcription and recording strike called by Jimmy in August, 1942.

And the question logically arises whether all this isn't a smoke-screen to cover Jimmy's negotiations with the major networks to force hiring of union musicians as record-turners, along with other concessions. Cal J. Smith, KFAC Los Angeles, a member of the NAB board, contends this will pave the way for union "platter-turners" at all stations, and ultimately give Jimmy complete control over all independent stations. Unless stations hired studio bands Jimmy could call out his "platter-turners", since announcers and technicians would be precluded from handling records or transcriptions by union jurisdictional agreements.

NWLB, its ire up over Jimmy's tactics, has hailed him to the carpet, along with the heads of the AFM locals responsible for the KSTP and WJJD strikes. Maybe the redoubtable Jimmy will be brought to book this time—provided he can be located.

Election year or not, Congress certainly should put a stop to this sort of legalized "shake-down", which permits a union czar to defy the Government and ignore the command of his own parent union head. If not otherwise occupied, the Marines *could* do it.

CBS Wins Five Peabody Radio Awards

NBC, Blue, KYA, KNX Also Are Cited

FIVE of the eight major citations for the 1943 George Foster Peabody radio awards, for outstanding service in radio, have been given CBS stations and programs, according to the formal announcement last week by the Henry W. Grady School of Journalism of the University of Georgia.

The 1943 winners are:

Outstanding community service by a regional radio station —*These Are Americans*, KNX Los Angeles. Honorable mention for *Junior Commandos*, WSNJ Bridgeton, N. J.

Outstanding community service by a local radio station— *Calling Longshoremen*, KYA San Francisco.

Outstanding reporting of the news— Edward R. Murrow, CBS.

Outstanding entertainment in drama—*Lux Radio Theatre*, CBS, and *An Open Letter to the American People*, CBS—a double award.

Outstanding entertainment in music—*Music and the Spoken Word* (Salt Lake City Tabernacle Choir), KSL Salt Lake City.

Outstanding educational program — *America's Town Meeting*, Blue. Honorable mention for *The Lands of the Free —NBC Inter-American University of the Air.*

Outstanding children's program—*Let's Pretend*, CBS.

A special citation was voted for Bob Hope, NBC top-rated comedian, "in recognition of his untiring zeal and the high level of entertainment in his camp tours here and throughout the world. The joy and strengthened morale which he has given to the men and women of the armed forces can never be measured. The Peabody committee does not wish to overlook this superb contribution."

Announcement of the awards, established in 1941, was made by Edward Weeks, editor of the *Atlantic Monthly*, chairman of the Peabody board, and Dean John E. Drewry, of the Henry W. Grady School of Journalism, through whose offices the awards are administered, with the assistance of the NAB. Time and place of the actual presentations have not been announced.

The Peabody citations are designed to give recognition to meritorious public service by broadcasters and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U. of Georgia.

Method of Selection

Last year's winners are Charles Collingwood, CBS correspondent; *The Man Behind the Gun*, CBS, for "outstanding entertainment in drama"; *The Standard Symphony*, NBC Pacific Coast, for music; *Afield with Ranger Mac*, weekly series on WHA Madison, in education; *Our Hidden Enemy—Venereal Diseases*, transcribed series on KOAC Corvallis, Ore., for outstanding public service by a local station; and *The Home Front*, weekly program on WCHS Charleston, W. Va., for outstanding public service by a regional station.

This year's selections, it was announced, were the result of an elaborate screening process, described as the most detailed in the history of the awards. Under the direction of Mrs. Dorothy Lewis, coordinator of listener activities of NAB, listening post committees were set up in more than 100 cities. Dean Drewry arranged for similar committees in many institutions of higher learning.

The reports of these committees, plus entries from stations and networks, were studied and incorporated in a digest and report prepared for the advisory board by a special faculty committee of U. of Georgia. After a preliminary screening, the board sought additional information about certain programs. Individual board members then were polled. These ballots were consolidated by Chairman Weeks and Dean Drewry. The winners represent the majority opinion of all the screening groups, it was said.

Members of the advisory board are: John H. Benson, president, American Assn. of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota, Minneapolis; Jonathan Daniels, editor *Raleigh (N.C.) News and Observer*, now in Washington as administrative assistant to the President; Mark Ethridge, publisher, *Louisville (Ky.) Courier-Journal* and *Times;* Joseph Henry Jackson, literary editor, *San Francisco (Cal.) Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director of radio education, Ohio State U., Columbus; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear, and president of "Yaddo"; Mr. Weeks; Dr. S. V. Sanford, chancellor, University System of Georgia; and Earl J. Glade, mayor, Salt Lake City.

Faculty Committee

The faculty committee consists of Mrs. Mary S. Gaston, chairman, assistant in journalism; Miss Florene Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head, Department of Drama; E. Claybrook Griffith, associate professor of economics; Miss Lila Wenig, instructor in speech and radio; and Louis H. Edmondson, acting assistant professor of journalism.

A & P Test Spots

THE GREAT Atlantic & Pacific Tea Co., New York, last week started a national test spot campaign for their various divisions, built around the theme "It's Time To Turn To The A & P." Schedule calls for one-minute singing commercials on some 33 stations in 31 eastern and midwestern cities, for 13 weeks, with plans beyond that date undetermined. A spokesman for A & P in New York told BROADCASTING that the company was expanding into radio advertising because "of the limitations and curtailment of newspapers' advertising space." Drive actually got under way two weeks ago with sponsorship of a women's program on WFIL Philadelphia [BROADCASTING, April 24]. Agency is Paris & Peart, New York.

G. Washington Coffee Sponsors Singing Jingles

GEORGE WASHINGTON Coffee Refining Co., Morris Plains, N.J., on April 10 began a coast to coast spot campaign for a new product, Instant Coffee, to continue for the remainder of the year. Approximately 2,600 one-minute singing jingles are used throughout the week on the following stations: WLOL WRC WWJ WXYZ KYW WCAU WDAS WPEN WBAL WFBR WITH WAIT WCFL WIND WLS WMAQ WISN WTMJ WEAF WOR WNEW WJZ KHJ KFI KPO and KQW. Magazines and newspapers will also be used to supplement the radio campaign. Agency is Ruthrauff & Ryan, New York.

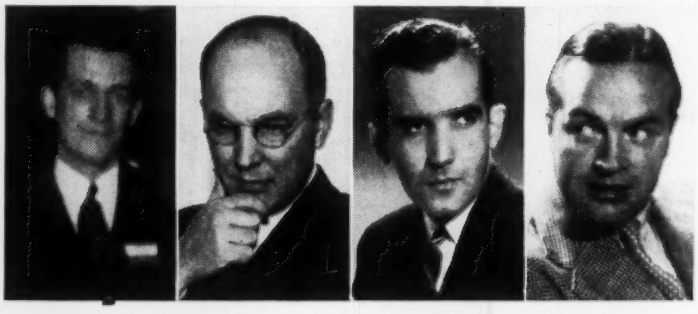
Cafe Melo, another coffee product of George Washington Coffee on May 1 starts a test campaign in New England for 24 weeks. One-minute singing jingles will be used to promote the coffee Mondays through Saturdays. A total of 20 jingles per day will be used by the following stations: WJAR WPRO WBZ WEEI WBZA WTIC. If campaign proves successful, Cafe Melo will be promoted in the same area covered in the Instant Coffee campaign.

Trammell Heads Group At WHAM Ceremonies

NILES TRAMMELL, NBC president, was to head a group of NBC executives who were scheduled to take part in ceremonies at WHAM Rochester, today (May 1) when the station became a full-fledged member of NBC's basic network. Highlight of the ceremonies was to be a banquet attended by officials of the Stromberg-Carlson Co., owners of WHAM, members of the Rochester City Government, and network representatives. Principal entertainment was to be a performance of the program *Mirth & Madness*, originating from WHAM Monday night.

NBC officials making the trip, in addition to Mr. Trammell, are vice-presidents William S. Hedges (stations), Roy C. Witmer (sales), Clarence L. Menser (programs), and O. B. Hanson (engineering). Easton C. Coolley, assistant to Mr. Hedges, and John T. Murphy, of station relations, and Sydney Eiges, assistant manager, press department, complete the network delegation. On the preceding day, William Fay, Stromberg Carlson vice-president in charge of radio, and the WHAM staff, were to be hosts at a party for the cast of *Mirth & Madness*, and for the press.

HONORED IN PEABODY AWARDS



HONORED IN ANNUAL Peabody awards was KYA San Francisco for outstanding community service. Manager of KYA is Don J. Fedderson (left). George V. Denny Jr. (left center), is moderator of *America's Town Meeting of the Air*, cited for educational broadcasting. Edward R. Murrow (right center), CBS London, was cited for outstanding reporting; Bob Hope (right) was given a special citation for entertainment to the armed forces, both in this country and overseas.

Who Would Pay More To Reach Fewer Radios?

Some people do. That happens sometime in radio with those who don't know the Baltimore market thoroughly. But not to people who know the astonishing story of W-I-T-H, the independent station. W-I-T-H gives you 92.3% of radio homes in the Baltimore trading area. It produces at the lowest cost by any method you choose . . . coverage, popularity or cost. W-I-T-H is the Baltimore buy.

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

Tom Tinsley, *President*

Represented Nationally by Headley-Reed

THIS IS

John Rourke

NATIONALITY: American

AGE: 48

CHILDREN: 3...

...so what?

There's nothing unusual about John Rourke. He's just another WOR listener. But what WOR knows about the Rourkes, Cohens and Boccalinis of Greater-New York *is* unusual.

Two weeks out of every month, WOR talks—through the skilled personal interviewers of Crossley, Inc.—to more than 6,000 people like John Rourke, and Mrs. Rourke, too. All ages, all incomes, both sexes range within the circle of this penetrating, scientific radio quiz.

Since June, 1941, Crossley, Inc. has talked to approximately 300,000 Rourkes and their families. What they think from month to month about *your* show is tucked compactly between the bright blue covers of WOR's "Continuing Study of Radio Listening." But, vice versa, what *you* want to know about the Rourkes is there also.

Is it the ages of your listeners you want?

WOR's "Continuing Study" has it.

Would you like to know the sexes of your listeners?

WOR's "Continuing Study" has it.

Do you want to know how many people are in your average listening family?

WOR's "Continuing Study has it.

Would you like to know how much your listeners earn?

WOR's "Continuing Study" has it.

Is it any wonder then that WOR can help its sponsors and their agencies pick the *right* time and show as accurately as a gunner lobs a shell?

Why not call WOR today about *your* time or show problem? For greater accuracy, economy and ease, there's nothing like using WOR's exclusive "Continuing Study of Radio Listening" as a yardstick. It's the key to a greater per-penny profit on every penny you invest in New York radio.

The number is PE 6-8600. Our address, 1440 Broadway, in New York.

—that power-full station **WOR**

KOBAK PARABLE ON COMMERCIALS

Likens Ban of Singing Ads to the Hermit Who Killed All His Dogs as a Flea Cure

INSPIRED by WQXR's (New York) recent ban on singing commercials, Edgar Kobak, executive vice-president of the Blue Network, unburdened himself of the following parable and moral:

Once upon a time there was a man who lived in the woods all by himself. He had a very nice house and a lot of dogs which he had obtained to fight off the wolves who lived in the woods. He was very happy with his house and himself and his dogs.

But on a certain day, one of the dogs showed up with fleas. Unfortunately the man had never heard of fleas and he did not know how to get rid of them. So thinking that all dogs had fleas, he got rid of all his dogs.

Then the wolves came in and got rid of him.

Radio in the United States is not supported by the government, nor by the broadcasting companies themselves, but by advertising manufacturers. To be successful in any form of ad campaign, the commercial message of the advertiser must be made first convincing, second attractive to the prospective consumer. As applied to radio, this thought has been translated in numerous instances into the singing commercial, which when properly handled is a palatable form of commercial message. When it is mishandled it can be very irritating.

It, therefore, devolves not only on the sponsor but on the broadcasters themselves to see to it that a high level of taste and a hearty respect for the listener's intelligence be maintained. Condemnation of the many for the one would seem to indicate an indictment of those who undertake such a practice—would seem to indicate a lack of cogent editorial policy. In radio advertising as in everything else, there is good and bad; sheep and goats; wheat and chaff. Broadcasters should realize that and act accordingly.

WINCHELL SCRIPTS BARRED BY RANKIN

TRANSCRIPTS of broadcasts by Walter Winchell, Blue commentator, will be barred from the *Congressional Record* if Rep. Rankin (D-Tenn.) has his say. Mr. Rankin served notice last Tuesday that he would "not agree to Walter Winchell's broadcasts going into this *Record* at this time, or at any time hereafter."

He blocked attempts of Rep. Martin Kennedy (D-N.Y.) to insert in the *Record* a copy of Mr. Winchell's reply April 2 to Rep. Dies (D-Tex.), chairman of the House Special Committee on Un-American Activities, following Rep. Dies' appearance on the Blue network following the Winchell *Jergen's Journal* March 26.

On the Senate side Drew Pearson, also a Blue commentator, was denounced Tuesday in a scathing attack by Sen. McKellar (D-Tenn.). Joining in the denunciation of Mr. Pearson were Sens. Barkley (D-Ky.), majority leader; Chandler (D-Ky.), Stewart (D-Tenn.) and Wherry (R-Neb.). Sen. Chandler charged the attacks by Mr. Pearson and other columnists and commentators on Members of Congress were "part of a plot to destroy representative government in the United States."

Howard Saunders

HOWARD SAUNDERS, announcer and engineer at WMFR High Point, N. C., was killed in his own airplane April 22 when it crashed coming in for a landing. He was buried April 24 at 2 p. m., the time when his hour program of hillbilly records usually went on the air. WMFR broadcast the service. Members of WMFR and Civilian Air Patrol were pallbearers.

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*), on May 3 will begin sponsorship of 260 spot announcements on WMAQ Chicago. Contract calls for five announcements weekly for 52 weeks. Agency is MacFarland-Aveyard & Co., Chicago.

Geyer, Cornell & Newell Plans Post-War Video

EDITOR, BROADCASTING:

I am sorry our agency was omitted in the line-up in connection with the "Agencies Ready for Postwar Television" feature in the current [April 17] issue of BROADCASTING. Unfortunately, the Radio Department did not fill in and return the questionnaire because it was felt it would not be of use to you, as we have no television programs on the air. However, I note in the line-up of agencies listed, quite a number are in the same state.

We believe that no major advertising agency can afford to overlook the growing importance of television. It is bound to go ahead with great rapidity after the war, and we must be prepared to take advantage of the opportunities the new medium will present for several of the national advertisers we serve. We are closely studying television developments and learning as much about its requirements as possible.

Eleanor Larsen and John T. Loveton, Associate Radio Directors of the agency, are both very much interested in television, and the latter is directly responsible for the agency's planning in this field. We have done no telecasting to date and, therefore, have no television clients. However, several of our clients have expressed interest in the possibility for using television in the future.

EDWARD F. THOMAS
Public Relations Director
Geyer, Cornell & Newell

Named by Blue Group

G. ALLEN CAMPBELL, general manager of WXYZ Detroit, was elected to succeed Harold V. Hough, KGKO Fort Worth-Dallas, as chairman of the Blue's Stations Planning & Advisory Committee at a meeting in New York, April 21. [BROADCASTING, April 24] Henry P. Johnston, general manager of WSGN Birmingham and secretary of the committee, was named to the newly-created post of vice-chairman.

THEN

TO CELEBRATE its 21st birthday WOW Omaha dug deep into the dead file and came up with four pictures of what the present WOW executives were doing in the year the station was founded—1923. Upper left is Harry Burke, assistant general manager, who then was a tennis champ as well as an obvious lady killer at preparatory school in Worcester, Mass; upper right is John J. Gillin as the "Sheik" in a Creighton Preparatory School drama. Without a coat it was impossible for him to wear the customary rosebud in his lapel. Lower left is Lyle DeMoss, WOW program manager, producer of Union Pacific's *Your America*, NBC network show, then "Queen of the May" at York College, Neb; lower right is Bill Wiseman, in 1923 a green freshman, with a full head of hair, at the U. of Mo.

NOW

Mr. Gillin

Mr. Wiseman

Mr. DeMoss

Mr. Burke

Sponsors Planning Summer Schedules

Some 25 or More Revamping Broadcasts for Season

SOME 25 network advertisers are revamping their summer schedules by substituting new shows or by changing featured stars while retaining basic format and talent, according to a check of New York agencies. The four major networks had received few definite orders on summer changes.

Philco Plans

About half of the 25 or more programs scheduled for revision or replacement were still without definite substitutes, including Philco's *Radio Hall of Fame*, to be replaced on the Blue by a new show June 4-Aug. 27; Standard Brands, Charlie McCarthy off NBC June 28 for 12 weeks; Bristol-Myers, *Duffy's Tavern*, off the Blue 13 weeks July 10.

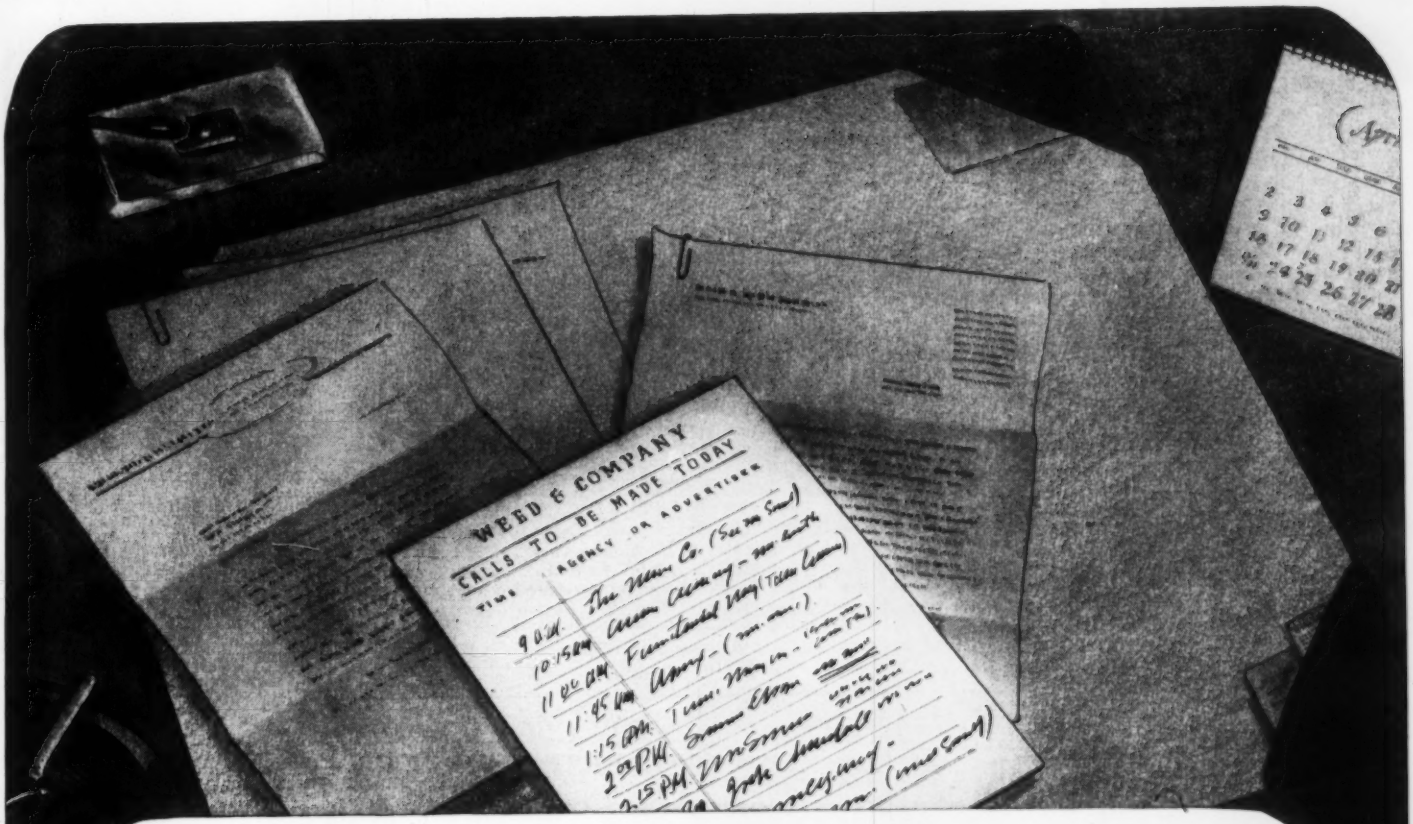
There are several alternatives for the first half-hour of General Foods' *Kate Smith Hour*, off CBS June 16 for 13 weeks, including *Maxwell House Coffee Time* which may shift from NBC or go off entirely for the summer. Glass' *Corliss Archer* on CBS will probably move into the last 25 minutes of the *Kate Smith Hour* for the summer.

Goodyear Shift

Previously reported is the successor for Goodyear Tire & Rubber Co.'s *Hook 'n' Ladder Follies*, with Ralph Dumke on NBC. Moving to Hollywood May 13, to secure Andy Devine, movie comedian as the featured star, the program will emerge in an entirely new format in a 13-week deal.

Among the programs to continue the same format with summer vacations for the featured stars, Coca Cola Co.'s *Pause That Refreshes* on CBS, which will have Percy Faith as conductor, while Andre Kostelanetz engages in a musical project for the Army. Ronald Colman will be replaced on the NBC *Electric Autolite Show* for 13 weeks starting June 9, and there will be a substitute for Kay Kyser on American Tobacco Co.'s NBC program for eight weeks, and for Bing Crosby on Kraft's *Music Hall* on NBC, probably his brother Bob.

Scheduled for lay-offs with no replacement are General Foods' *Aldrich Family* on NBC, and Dinah Shore, CBS, both off for eight weeks June 8; Lever Bros.' *Lux Theatre*, off CBS July 10 for 8 weeks; Allis Chalmers' *Boston Symphony* and pop concerts, off the Blue July 8-Oct. 27. Sweets Co. will discontinue *Dick Tracy*, and the Wander Co. *Capt. Midnight*, on the Blue, with the shows expected to continue cooperatively sponsored and sustaining, respectively.



"Nationally REPRESENTED by Weed and Company"

True representation, where it counts and when it counts, is the goal that Weed achieves. Weed offers *salesmen;*

Weed men get called in — yes; advertisers and agencymen regularly seek their help. But Weed men keep continually at the business of getting the business, which means making — creating — the calls.

That's one reason why "Nationally Represented by Weed and Company" on a station letterhead means that that station shows ever-increasing returns.

Slogan for stations: "Weed 'em and *reap!*"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Private Net Urged At Canada Hearing

CAB Advocates Judiciary Body To Regulate Broadcasting

REQUESTS for establishment of a privately-owned competitive network to the Canadian Broadcasting Corp., thawing of power increase restrictions, setting up a judiciary body to regulate broadcasting in Canada and the granting of experimental and commercial FM, television and facsimile licenses to Canadian stations were presented April 26 to the Parliamentary Committee on Broadcasting by the Canadian Assn. of Broadcasters at Ottawa.

CAB submitted that CBC should confine its operations to its own stations and network broadcasting over independent stations should be by affiliation agreements through contracts, not by regulation or compulsion.

Assurance Asked

Assurance on continuance of their license and frequency, increased power under the Havana Treaty and encouragement to improve station facilities were asked by the independents, who feel that regulations applicable to them should be administered by an impartial and judiciary body and not by the CBC as at present.

A second network competitive to the CBC national network is advocated by the CAB, which voiced a similar request in 1939, because under the present set-up only CBC may sanction networks, and charge line rates make many sustaining and commercial network programs prohibitive in cost.

With one or two exceptions, Canadian stations have no experimental television or facsimile licenses, none have commercial licenses and the CAB is requesting permission to spend money for increasing such facilities.

Arguing that if stations are not allowed to go the limit on their allocations, Canada will lose channels under the Havana Treaty, CAB was informed earlier that power freeze would stay because stations could not get equipment. CBC stations are allowed to increase power over the 1 kw limit set in 1936.

CAB pointed out that network stations are allowed more evening transcription time than private stations, and lifting of price mention restrictions was urged to speed up buying for busy farmers. Western stations asked for relief of compulsory evening network time to give more adequate local service to their listeners.

An independent survey made by Elliott-Haynes Ltd., Toronto, showed that most Canadians were for private ownership and management of radio. Survey showed this year and in 1943 (figures in brackets) 23% (27%) in favor of government management; 43% (32%) in favor of private enterprise; 29% (35%) for private ownership under government supervision; 5% (6%) no opinion.

Jos. Sedgwick, CAB counsel, stated that a monopoly exists when all network line facilities are controlled by one authority and CAB does believe with War Service Minister LaFleche, under whom CBC operates, that Canada will be best served by a dual system which, under present control does not and cannot operate.

The CAB was represented by directors: Dick Rice, CFRN Edmonton, vice-chairman; Phil Lalonde, CKAC Montreal; Ralph E. White, CFJC Kamloops; Gerry Gaetz, CKRC Winnipeg; Lt. Col. Keith Rogers, CFCY Charlottetown; A. A. Murphy, CFQC Saskatoon; Ted Campeau, CKLW Windsor-Detroit; Jack Cooke, CKGB Timjins; N. Thivierge, CHRC Quebec; Glen Bannerman, president and general manager; Arthur Evans, secretary, and counsel Jos. Sedgwick, who presented the CAB brief.

NOT ONE, NOT TWO, but five girls named Kay are on the staff of WFMJ Youngstown. The quintet of Kays are (l to r) Kay Ranney, known as "Sister Kay" to children in the Mahoning Valley who hear her read the funnies daily; Kay Palma Lynch, secretary to the sales manager who occasionally pinch-hits for Kay Ranney in reading the comic strips; Kay McKee, relief technician who substitutes for evening receptionist; Kay Leskosky, traffic manager of the station; Kay Grocutt, secretary to the WFMJ program director and traffic department assistant.

UP Invasion Plans

UNITED PRESS RADIO last week started transmitting to its clients by wire special background scripts designed for use when the Allied invasion of Europe begins. Material includes 12 "invasion" scripts and 13 special features with allowance for special breaks for the latest bulletins. Added to the regular UP radio news wire, the scripts will give UP clients a total uninterrupted output of nearly 49,000 words of copy during the first eight hours following the invasion break, according to UP.

Don Juan Spots

DON JUAN Inc., New York, last week announced a radio spot campaign in 43 cities in addition to magazine and newspaper schedules for Don Juan lipstick. Agency is J. M. Korn & Co., Philadelphia.

BEST CBC PERIODS TO BEST PROGRAMS

SPONSORED programs on the Canadian Broadcasting Corp. will in the future obtain choice evening or daytime periods only if the programs have shown consistent improvement. This departure was announced by the CBC at Toronto April 26.

In determining degree of excellence achieved, all relative factors shall have due consideration, the CBC stated. Preference will not necessarily depend upon the size or pretentiousness of the production, but rather upon the degree of artistic ability displayed, it was added. A committee consisting of the CBC general manager, general program supervisor and commercial manager, or their appointees, will serve as judges.

The policy hits commercial continuity which contains controversial material. "Commercial time," the policy announcement states, "is sold on its facilities by the corporation to advertisers who have specific goods or services to sell the listener. The commercial content of these programs should be limited to the promotion or sale of such goods and services, and comments on or opinion promoting economic theories should be forbidden. Programs which depend for their attraction on a money or lottery allure will not be considered acceptable."

Blue Adds Two

EFFECTIVE May 6 and 15, two new stations will become associated with the Blue Network, bringing the total of Blue affiliates to 183. Stations are WOCB Hyannis, Mass., owned by E. Anthony & Sons, operating fulltime with 250 w on 1240 kc, and WMAN Mansfield, O., operating full time with 250 w on 1400 kc.

Radio Aid in Court Sought by Vitaplus

Firm Enlists Stations' Support In False Advertising Charge

STATIONS which carried commercials for Vitaplus, a tablet said to reduce gasoline consumption from 20% to 39%, may be called upon by their client for support in fighting court charges of false and misleading advertising through radio and other media.

A spokesman for Vitaplus Inc., New York, said he felt stations should share the burden of the fight, provided they examined the basis of the claims through studying testimonials, test results, reorders, and other material, and found the company's statements about the product to be correct.

Case is scheduled to come up for trial at the Court of Special Sessions in New York, May 15, but may be postponed to allow time for further preparation, he said. Charge brought by the District Attorney's office involves Vitaplus Inc., Dr. Sylvain D. Broder, president and treasurer and chemist; and Kalman Greenberg, vice-president, of the concern, and a lawyer. The pair were arrested Friday, April 21, and brought before the Court of Special Sessions, charged with misdemeanor in falsifying the qualities of the tablet.

Product was introduced on the air last September. Schedule was expanded to 40 outlets, including three in New York, most of which carried the commercials up until a month or six weeks ago, when a broadcast warning by Mayor F. H. LaGuardia on WNYC New York brought a halt to the campaign.

COVERAGE STUDY BY NAB STARTS

TECHNICAL subcommittee of the NAB Research Committee started its work of reviewing station coverage methods already submitted, Roger W. Clipp, president, WFIL Philadelphia, and chairman of the group, reported after the subcommittee's first meeting last Thursday in New York.

"Further proposals will be reviewed by the Committee as received," Mr. Clipp stated. "Although no direct solicitation is being made, the Committee is confident that those interested in the subject will direct their ideas to its attention."

Committee, appointed last month to study station coverage and circulation measurements with the goal of achieving a standard method for the entire industry [BROADCASTING, April 10], received a proposal from C. E. Hooper Inc. at last Thursday's session, which will be taken up at the next meeting, scheduled for May 18 in New York.

Present at the session, in addition to Mr. Clipp, were: John K. Churchill, CBS; Edward F. Evans, Blue; Sidney Fishman, MBS; Barry T. Rumple, Kenneth Greene, NBC; Paul F. Peter, NAB, Committee secretary.

The Only SINGLE MEDIUM

KHQ

Completely COVERING THE INLAND EMPIRE

Covers Like a Gentle Rain

- **19** Counties in Eastern Washington
- **10** Counties in Northern Idaho
- **5** Counties in Western Montana
- **3** Counties in Northeastern Oregon

In Its Primary Coverage Area Alone

5000 Watts – 590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

RADIO CENTRAL BUILDING

Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Jig-Jig—Army Voice Above the Bombs

JJRP Broadcasts From Anzio Beachhead To America

By ERIC SEVAREID
CBS Correspondent

SURROUNDED on three sides by Nazis and on the fourth By the Sea, the world's most embattled radio station, JJRP—the Jig Jig Roger Peter—sent out a historic broadcast Sunday, April 23, on the *Army Hour*. CBS War Correspondent Eric Sevareid tells the Jig Jig's colorful history in this exclusive story cabled to BROADCASTING direct from the Anzio Beachhead where the station is located. One of the most experienced radio reporters in the field, Mr. Sevareid has covered the war from Paris, London, Washington, Chungking, Burma, where his plane was shot down in the jungle (BROADCASTING, Sept. 6, 1943), and now from the beachhead at Anzio.

MR. SEVAREID

WITH The Fifth Army, on the Anzio Beachhead in Italy, April 24 (By cable to BROADCASTING)—Jig Jig Roger Peter is the name of the most embattled broadcasting station in the world and you'll find it in the parlor of a pastel-hued plaster house which was the Anzio summer residence of an Italian banker who has since fled to German-held Rome.

The station is named Jig Jig Roger Peter because JJRP are its call letters and the house is named the Villa of Vice simply to distinguish it from the Villa of Virtue a few steps away where the radio correspondents here live with their colleagues. In the Villa of Virtue the correspondents sleep in a large dormitory which was separate bedrooms until a bomb transformed them but the Villa of Vice is intact, except for one perforation in a wall which merely removed the hind end of a painted bulldog. It left intact some tourist views of Japan on a table.

Enemy Lines Visible

There are ten shell holes in the gardens of the Villa of Vice and from the roof you can see the enemy lines and witness our bombs leaving our planes and cascading down on the Germans. You slip along the walls from Virtue to Vice and if you're wise you keep your helmet on when broadcasting because the plaster overhead is wired on and it falls in chunks.

A fountain plays in the garden and Sgt. Maurice Andrew of the radio crew tends the flowers and makes salads from the since-flown banker's greens. The radio crew lives constantly in Vice, pumping water from the well to the roof and thence to the bath and sink. The boys take shelter from the enemy's bombs in a dugout in the cellar where rations of water and cigarettes are stocked. Our radio generator nestles among the sandbags in a corner of the garden. A shell landed only 20 feet away the other day, but it failed to halt the generator's throbbing.

Jig Jig Roger Peter is a Halicrafter 299 transmitter which came ashore at Anzio on D-day, at H-hour plus six and a half, or in other words at 8:30 in the morning of Jan. 22 when the Fifth Army invaded and won the beachhead.

Jig Jig is encased in a wooden housing called the "Dog House" and was chaperoned ashore by Major Henry Ehrlich of Brookline, Mass., Chief Radio PRO Officer on the beachhead, and Lt. James Holmlund of Bangor, Wis., radio officer here.

Invasion Broadcast

JJRP was inside a duckboat, which in turn was inside an LST. The LST simply opened the gate and the duckboat drove with a splash into the sea and chugged up to the red beach. By 11 o'clock in the morning the first eyewitness news of the invasion was clicking out by key—in Morse code—over Jig Jig, which was at that time still on the duckboat hidden in the woods.

Four days later Jig Jig was unloaded by a crane and installed in the Villa of Vice.

Since then Jig Jig has operated without a halt for press copy which was keyed to Naples except for five days shutdown in February when General Alexander, who thought correspondents were "alarmists", ordered direct news from the beachhead stopped. On Feb. 10 two of the crew were wounded—Pvt. William McErlane of Cincinnati and Sgt. Laurence Jolly of Rusk, Tex. A 70mm. shell hit a telephone pole in the grounds exploding above the ground at the moment when the entire crew was standing near. William suffered a cut neck, his helmet saving his life, and Laurence a perforated

(Continued on Page 22)

ARMY PLANS EUROPEAN DISCS

Col. Kirby Makes Arrangements for Home-town Angle in Recordings for U. S. Broadcast

ON-THE-SPOT recordings from European Theatre of Operations will be made available to American stations, BROADCASTING was informed last week following a series of conferences in London between Col. Ed M. Kirby, chief of the Radio Branch, War Dept. Bureau of Public Relations, and Col. J. B. L. Lawrence, Public Relations Officer, ETO.

Plans contemplate that the recordings will feature home-town personnel in service overseas. Discs will be made under training and combat conditions as events develop and will be designed to give American audiences first-hand contact via radio with their neighbors, kin and friends by locality on a scale heretofore unattempted.

Col. Kirby, who was in London several weeks, held a series of conferences with officers of the Radio Dept., Public Relations Service, ETO, to map the plans for the proposed recordings. Chief of the Radio Dept. is Maj. Brooks Watson, who has been in the ETO since November 1942. He formerly was with the Radio Branch in Washington and before entering the service was program director of WMBD Peoria.

On his staff are Maj. Bob Pollock, executive officer, formerly of WSB Atlanta and WCAU Philadelphia; Lt. Hal V. Flood, former NBC engineer and a veteran sound technician in radio and motion pictures; Lt. Tom Dougall, writer, who was with WXYZ Detroit seven years before entering the Army; Lt. Joe Graham, liaison officer between the PRO and British Broadcasting Corp., former announcer of WCPO and WCKY Cincinnati; Lt. George R. Maynard, producer of *Army Hour* ETO organizations, former assistant production manager of NBC New York. Enlisted personnel includes Pvt. Pauline H. Anderson, WAC, former writer-director of KRIC Beaumont, Tex., and WKY Oklahoma City.

The Radio Dept. of PRS, ETO, supervises all broadcasts involving the Army or its personnel originating in the United Kingdom.

PLANNING ON-THE-SPOT recordings of Army personnel under training and combat conditions are these officers now at Headquarters, European Theatre of Operations. They are (front row, l to r): Maj. Bob Pollock; Col. E. M. Kirby, Chief, Radio Branch, Bureau of Public Relations; Maj. Brooks Watson, Chief, Radio Branch, ETO. Back row: Lt. George R. Maynard; Lt. Tom Dougall; Lt. Joe Graham. Recordings, to be available to American stations, will feature home-town men overseas.

WRITTEN BY A GREAT UNIVERSITY
PRODUCED BY A GREAT RADIO STATION

"The Human Adventure" - - - -

written by the University of Chicago, originated, produced and presented to the nation by WGN.

Every Thursday night **"The Human Adventure"** dramatizes a true story of science and research in the great universities of the world.

The purpose of these broadcasts is to acquaint radio listeners with the meaning and service of scholarship in the language of the layman, and help them better to understand the world in which they live.

"The Human Adventure" is a product of the program building power, resourcefulness, and community-mindedness that characterizes WGN, The Voice of the People, Chicago.

A CLEAR CHANNEL STATION

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

(Continued from page 20)

calf, but the others, by a miracle, were untouched. They were rushed by Staff Sgt. Melvin Robbins of Bear Creek, Pa., the radio crew chief, to the Negro engineers next door where a doctor treated them.

The remainder and present crew are Tech. Sgt. Paul Dittrich, Cordele, Tex., Sgt. Robert Joakimson, San Francisco, Corp. Alfred Hessnthaler, Davis, Ill., Corp. Leonard Johnson, Chatham, Mich., Corp. James Potter, Pueblo, Colo., Pfc. Richard Woodworth, Oklahoma City, Pvt. William Benko, Erie, Pa., and Pvt. Louis Modrell, Los Angeles.

Difficulties

Jig Jig was heard regularly clicking its teeth, but had never dared lift its voice so the rest of the world could hear direct live broadcasts from the beachhead. The difficulties seemed enormous and censorship and communications officers were very hesitant. But Erhlich and Holmlund, with the help of Lt. Carl Zimmerman of Milwaukee, Chief Radio PRO at Naples, kept working at it and that is why last Sunday, April 23, you heard actual voices coming from Jig Jig to America and the world.

Zimmerman sent up another microphone because the one captured in Sicily was too sensitive. Holmlund swapped his wristwatch for a clock from corps headquarters and the studio warning light was built with a flashlight bulb, lamp cord, a piece of inner tube and an Italian wall switch. RCA was the only outfit in Italy with equipment able to relay voice so Tom Meola and John Stack of RCA worked on tests which continued for two months before all was ready on Sunday, April 23.

Germans, Heard Too

CBS broadcasts from Anzio require one of the most complicated setups in radio history. They go from here to an RCA receiver in South Italy, thence to Naples, then to RCA transmitter in South Italy, then to Long Island, then to the networks, then to hundreds of individual stations in America. The first BBC show had to be recorded in New York, then relayed to London. It was on April 8, that the beachhead operator first contacted the New York operator who merely said "Oh, is that you Anzio?" in the calm manner in which these men accept the magic of radio.

Last Saturday the Air Forces provided planes from Naples for radio correspondents who skimmed the waves circling out to sea to avoid German shore guns. One German 88 shell created a waterspout 200 yards from the plane just behind mine, which was carrying Sy Korman of Mutual. We fluttered through a smokescreen on to a narrow landing strip which was frequently under enemy fire and transferred to jeeps. We were then greeted with two shells passing just over our heads. On our first night here Jerry raided the harbor and the Villa of Virtue quivered while shells burst overhead.

The first broadcast was the occasion for a party in the Villa of Vice with the press correspondents and headquarters officers having gin with fruit juice, punch and cake. The soldiers in the area who had radios heard the first shows as did the Germans, who had been hearing tests for weeks. Maybe they will leave the Villa of Vice alone—it's too good a source of honest information for them to lose.

Jig Jig's frequency meter instrument which puts us on the beam was made by Philco and the receiver by which we hear New York was made by General Electric—Model BC 312.

There are four of us radio war correspondents here on the beachhead representing the major United States networks—Korman of Mutual, Ralph Howard of NBC, Gordon Frazier of the Blue and myself—and I don't suppose direct radio reports have ever been made from a position so dangerously exposed.

Greeted by Shells

After we had alighted here from our tiny plane we were greeted by two German shells that passed over our jeep and landed just 40 yards away. We saw a Negro truck driver, 100 yards from our villa, disintegrate into a thousand anonymous particles.

At night our quarters are shaken and, during the day, I do not remember even so much as a 10-minute interlude of silence on this tiny skeleton of the Italian coast where we have the enemy at three sides and the sea at our back.

"SAMOA FUN," says red-headed Marine George Truesdell, former WDAY Fargo, N. D. announcer, now stationed in the Fiji Islands. The Guadalcanal veteran refused to send along the telephone number or name of the snazzy little Samoan. Known as George Dale on WDAY, he says Fargo was never like this!

C. O. LANGLOIS INC. NEW NAME OF FIRM

LANGLOIS & Wentworth Inc., program production firm, has changed its name to C. O. Langlois Inc., according to C. O. Langlois, president of the organization which he and Ralph Wentworth founded in 1935. Mr. Wentworth left the organization in 1942 and is now associated with BMI as field representative.

On May 1 this company and its transcription service affiliate, Lang-Worth Feature Programs Inc., whose name will not be changed, are moving into new quarters in Steinway Hall, 109 W. 57th St., New York.

Following the success of the *Goebel Hour*, live program produced by C. O. Langlois and broadcast over WXYZ Detroit and the Michigan Network, which has just been renewed for fall by Goebel Brewing Co., the company plans to expand activities in this field, Mr. Langlois stated. Mr. Langlois announced that Erno Rapee, musical director, Radio City Music Hall, who has conducted the music on many network programs, has just been signed by Lang-Worth.

Air Forces Program

NEW PROGRAM broadcast by the officers and men of the 1st Army Air Forces Training Command Radio Unit is the *Army Air Forces* show on Mondays, 7:30-8 p.m. (EWT) on Mutual through KFJZ Fort Worth. Capt. Robert Jennings, C. O. of the unit produces the program. Capt. Jennings was formerly general manager of WSAI Cincinnati, vice-president of the Crosley Corp. and vice-president and radio director of H. W. Kastor & Son, Chicago. Lt. Elmo Israel, who was with WSB Atlanta, writes the script.

Invasion Siren

WGBF and WEOA Evansville, Ind. have arranged to notify the superintendent of the local waterworks to sound the siren upon official word that the invasion is underway. This will serve as a signal to all Evansville folk to spring into action, tune their dials to WGBF and WEOA for latest invasion news.

Reunion, By Jove!

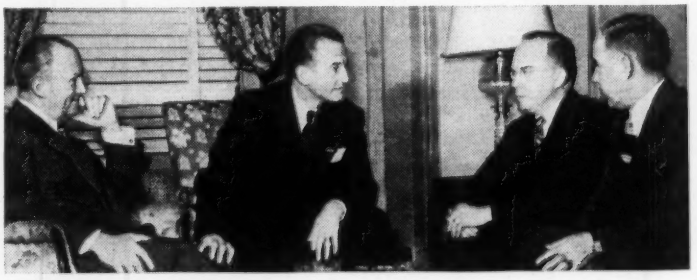
COL. DAVID SARNOFF, Army Signal Corps, in Civil life RCA president and chairman of the board of NBC, and William S. Paley, CBS president on leave with OWI abroad, contend it's a small world. Col. Sarnoff recently checked in at Claridge's Hotel in London. He found messages, calls and breakfast for a "Mr. Paley." It developed the CBS prexy had occupied the suite, but moved to a vacancy next door because the exposure was better. Edward Stettinius, Undersecretary of State, upon finding the radio executives in adjacent suites, it is reported, jokingly suggested that it was a matter for Attorney General Biddle to handle. Both Messrs. Sarnoff and Paley are assigned to radio-news clearance and facilities in connection with the invasion operations.

Wrigley Gum to Troops

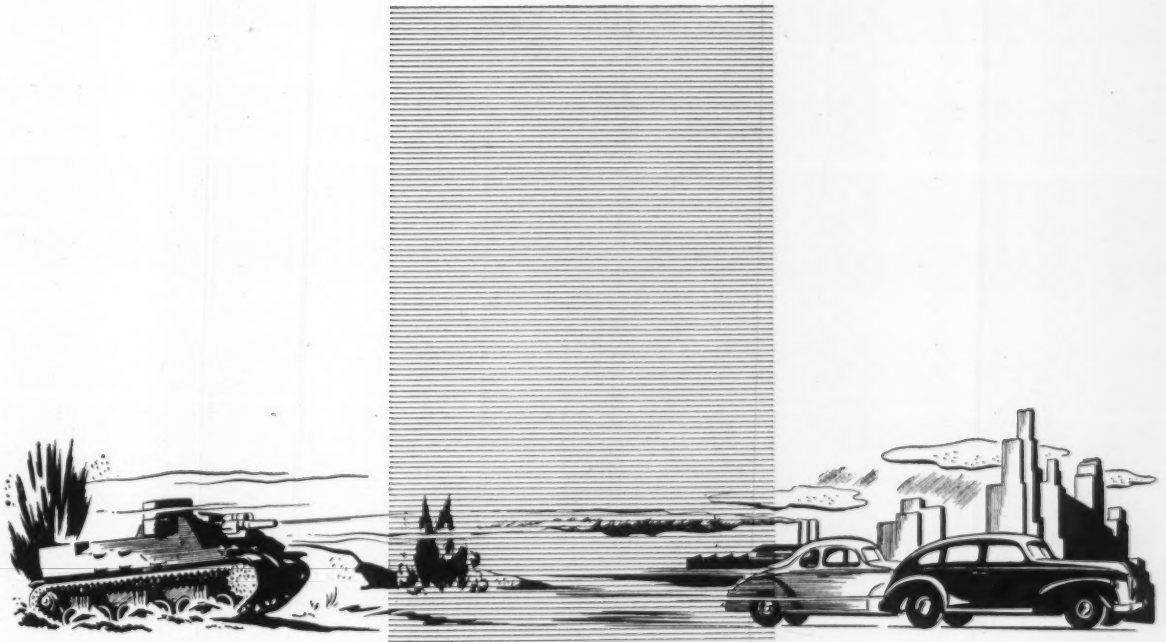
THAT the quality it has been "50 years building up" might be maintained, the William Wrigley Jr. Co., Chicago chewing gum manufacturers, effective May 1, will schedule every stick of standard Wrigley brand chewing gum for overseas shipment to the armed forces. P. K. Wrigley, recently resigned as president of the company and now chairman of its board of directors, said the decision to cut off home supplies of the product was made because "we can't stretch it and have it retain its quality, and we think it's more important to maintain something we've been 50 years building up." He added that there would be no change in the company's radio or other types of advertising.

Maj. Baruch Presides

MAJ. Andre Baruch, U. S. Army, served as m.c. April 29 at the premiere broadcast of *Visiting Hour*, CBS program presented from U. S. military hospitals in this country in cooperation with the War Department. Major Baruch is expected to handle the entire series. Ted Husing, CBS sportscaster who was originally scheduled to do the show, was reassigned to handle CBS augmented sports broadcasts.



CHARTING THE COURSE of household appliance advertising for Borg-Warner Corp's Norge Division at a recent meeting in Detroit are (l to r): J. H. Neebe, vice-president Campbell-Ewald Co., agency handling the account; Eric Johnston, president of the U. S. Chamber of Commerce and a distributor of Norge in Spokane; Howard E. Blood, president and general manager of Borg-Warner's Norge Division; M. G. O'Harra, Norge vice-president in charge of sales.



twilight zone

The transition period — the twilight zone between war and peace — will not await the armistice. Shifting of gears, if it is to be done without undue clashing, should start gradually. It must be undertaken as soon as partial demobilization of war-occupied productive facilities becomes possible. Forehanded planning *now* can save acute dislocations *later*.

Wise advertisers will anticipate the scuffle for markets which will ensue. None can afford to overlook the vast concentration of buying-power over which KYW holds sway — one of the key markets of the United States. Seed time must precede the harvest, and the time to cultivate the fertile soil between the Appalachians and the sea is Now.

From its inception, 50,000-watt KYW in Philadelphia has been noteworthy for its balanced blend of top-flight local and NBC programs. Its listenership and pulling-power have been commensurate with their quality. Contact NBC Spot Sales for proof.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Meet Private Fuzzy-Wuzzy Who Has Gone to War With—

1,092,120

of His Fellow Patriots!

One of the world's largest hatcheries called us in to help move an early hatching of "thousands of day-old chicks within four weeks."

After 17 days of the kind of action that has made us famous, WWVA listeners placed orders for one million, ninety-two thousand, one hundred and twenty chicks. Needless to say, the hatchery was completely swamped.

And so another kind of army was enlisted to help win the war—an army that will produce eggs or fried chicken—as these WWVA chick buyers please.

Once again WWVA proves it has one of the largest and most responsive audiences in all the realm of broadcasting.

—ASK A JOHN BLAIR MAN—

BASIC BLUE NETWORK

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Absentees May Cause Delay In Probe of FCC by House

Possibility of Suspension Until After Election Looms; Lea, Magnuson Away From Capital

POSSIBLE postponement of hearings by the House Select Committee to Investigate the FCC until after the forthcoming political campaign was the subject of speculation last week as Chairman Clarence F. Lea (D-Cal.) left Washington to campaign for renomination in his district and Rep. Warren G. Magnuson (D-Wash.), also was away, leaving Reps. Edward J. Hart (D-N. J.), Louis E. Miller (R-Mo.) and Richard B. Wigglesworth (R-Mass.) to carry on.

At the conclusion of last Wednesday's hearing, in which FCC personnel was cross-examined in the WNNY Watertown, N. Y., case, Charles R. Denny Jr., FCC general counsel, announced that the Commission was ready with rebuttal testimony to the WORL Boston charges and then was prepared to go into the Radio Intelligence Division and Foreign Broadcast Intelligence Service aspects.

Committee Visits RID

The Committee on April 22 visited the Commission's RID and FBIS headquarters and monitoring stations and was given a demonstration in tracking down clandestine stations, it was disclosed last week. Pending before Senate-House conferees is the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070) in which both Houses have reduced the RID budget by $1,000,000 and lopped another half-million from the FBIS, making total cuts of more than $2,000,000.

Rep. Hart, acting chairman Wednesday, in adjourning the hearings until 10 a.m. May 4, said future presentation could be determined after Mr. Denny offers the Commission's rebuttal to the WORL case. Meantime Rep. Miller said he would be ready to cross-examine FCC Chairman James Lawrence Fly Wednesday or Thursday of this week.

It was understood that the three majority members would insist on John J. Sirica, new Committee general counsel, handling the RID and FBIS cross-examination. In that event an indefinite postponement of hearings appeared likely, inasmuch as Mr. Sirica would require considerable time to thoroughly familiarize himself with the past record. Harry S. Barger, assistant general counsel and chief investigator, has been conducting cross-examination since Eugene L. Garey resigned in February as general counsel.

Chairman Fly is understood to have requested that the full Committee be present when he testifies and particularly in the presentation of RID and FBIS evidence. Mr. Denny has informed the Committee that a portion of the RID and FBIS testimony would be given in public hearing and some would be given in executive session.

Both Reps. Miller and Wigglesworth are understood to be opposed to executive sessions except where military security is involved. They expressed the opinion that the Committee could determine what it should hear behind closed doors.

Rep. Hart said that while he felt Mr. Sirica should handle the RID-FBIS cross-examination and that he did not favor getting into that phase of the rebuttal immediately, he would not oppose going ahead if the minority members favor it during Chairman Lea's absence. "I wouldn't want to stop the hearings," he added.

No Notes on Meetings

In two days of testimony last week Commissioner Norman S. Case disagreed with FCC personnel as to what actually happened in withdrawal of a construction permit to Black River Valley Broadcasts Inc., for WNNY Watertown, N. Y. Despite the fact that a news release dated Dec. 2, 1936, issued by the Commission, said the CP was rescinded and that the Commission on its own motion ordered a hearing *de novo*, Commission personnel, including Mr. Denny, Fanney Neyman, principal attorney; and Robert E. Hodson, chief of the minute section, testified that the release was in error. Commissioner Case said he was of the opinion that the hearing *de novo* was ordered on the Commission's own motion.

Mr. Hodson disclosed that since February no notes have been made of Commission meetings, although prior to that time he had made shorthand notes at all meetings over a period of years. Denying that he had been instructed to discontinue taking notes at Commission meetings, Mr. Hodson said he "got permission from the Commission to stop taking notes". Both Rep. Miller and Mr. Barger attempted to get an admission that he was ordered to stop taking notes because of the House investigation, but Mr. Hodson steadfastly insisted his action was due to "increased duties".

Commissioner Paul A. Walker, who was chairman of the Telephone Division in 1936, was on the stand briefly Tuesday but he failed to shed any light on the Commission's action, other than to deny that letters written President Roosevelt protesting the CP to the Black River Valley firm on the grounds that its officers were political opponents of the Administration had

(Continued on page 26)

WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

(Continued from page 24)

anything to do with the Commission's decision.

Echoes of Mr. Denny's charges that WBNX New York was "continually playing the Horst Wessel song" prior to Pearl Harbor were heard last week when Louis G. Caldwell and Reed T. Rollo, Washington counsel for the station, wrote a second letter to Chairman Lea protesting the FCC counsel's testimony.

Referring to BROADCASTING of April 24, which quoted Mr. Denny as saying "this letter (protest from the attorneys) shows they were still playing it in 1937", Messrs. Caldwell and Rollo wrote: "The last time the Horst Wessel music was broadcast over WBNX was in 1935 and not in the latter part of 1937 or early part of 1938 as stated in our earlier letter."

Station counsel pointed out that officers of WBNX had relied on their memories, but a search of the records disclosed that the last time the Horst Wessel music was broadcast "occurred prior to Nov. 20, 1935".

Commissioner Walker, on the stand Tuesday, said he had not seen letters written to President Roosevelt, protesting the WNNY construction permit grant, until "the other day". When Lt. Henry A. Wise, former officer of the Black River Valley Broadcasts Inc., and Eliot C. Lovett, Washington counsel for the firm, testified last Dec. 14 [BROADCASTING, Dec. 20, 1943] letters to President Roosevelt and the late FCC chairman Prall protesting the grant on political grounds were read into the record by Eugene L. Garey, former Committee general counsel.

"I'm quite sure those letters had no influence on the Commission—at least not on one," said Commissioner Walker. "I hadn't seen them and if I had it would have made no difference with me." Mr. Walker explained, however, that he was in the common carrier division at the time and not the broadcast division. In answer to direct questioning, he said that no one at the White House had ever communicated with him about the WNNY case "or any other matter".

"If the Commission dismissed an action on its own motion, there would be nothing to consider, would there?" asked Rep. Miller. "I suppose that's true," replied Commissioner Walker. Mr. Barger has pointed up the fact that the original draft for a press release of Commission action Dec. 2, 1936, in the Watertown case, read: "The Commission, upon its own motion, set aside the orders of the Broadcast Division of Sept. 22, 1936, denying the application of the Watertown Broadcasting Corp. and granting the application of the Black River Valley Broadcasts Inc., and directed that these applications be heard *de novo*, together with the following applications."

Miss Neyman testified that she corrected the draft to read: "The Commission, upon consideration of the petition of the Watertown Bdcstg. Corp. for rehearing and the petition of Brockway Co. to intervene, set aside . . ." etc., because the original draft was incorrect. Neither Commissioner Walker nor Miss Neyman could state why the Commission information department issued a release dated Dec. 2, 1936, which read: "The Commission, on its own motion, ordered a hearing *de novo*, on the applications of the Watertown Broadcasting Corp. (docket 3374) and the Black River Valley Broadcasts Inc. (docket 3972) to be heard together with the applications of the Brockway Co. for assignment of license and cp to move station WCAD from Canton, N. Y., to Watertown, N. Y." Commissioner Walker said he supposed "whoever wrote it up didn't have the facts". Miss Neyman said representatives of the Commission press department may have attended the meeting and gotten the information wrong, or may have seen the rough draft before she corrected it.

FCC Files Show No Record of Replies

Mary E. Sprague of the FCC mail and file section testified as to procedure on handling incoming mail. She said that if replies had been written to the letters to President Roosevelt, which were referred to the Commission by the White House, copies of the replies should be in the file. Mr. Denny

(Continued on page 28)

RADIO STAR of WEBR Buffalo is Virginia (Bunny) King, 11-months old daughter of Cy King, station manager. Bunny's voice has been recorded for use as a sound effect on a new baby program which will soon be heard daily on WEBR.

Urges News Review

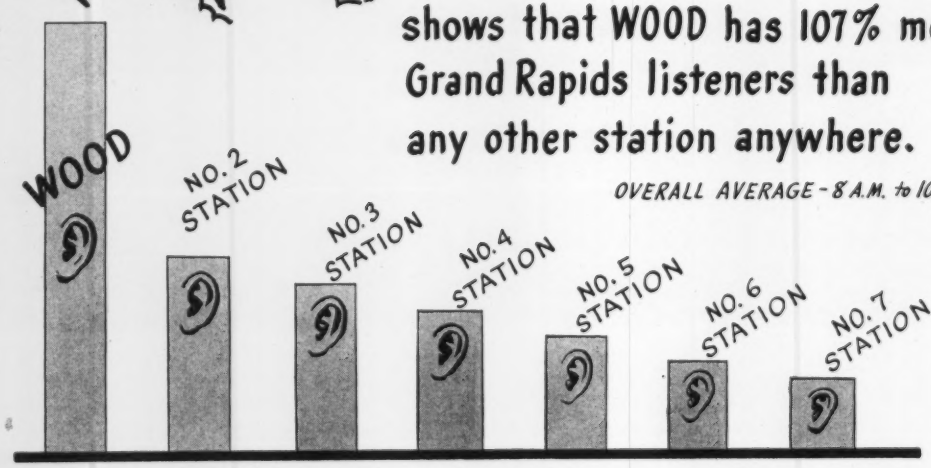
FCC NEWS releases should be reviewed by "someone in authority" before they are given out, Rep. Miller (R-Mo.), acting chairman of the House Select Committee to Investigate the Commission, declared last Tuesday. Fanney Neyman, principal attorney in the broadcast section, who was testifying as to discrepancies in a news release and Commission action as reflected by typed minutes of a meeting in which a construction permit granted the Black River Valley Broadcasts Inc., Watertown, N. Y., was rescinded, agreed. "Will you take that up with the proper party?" asked Rep. Miller. Miss Neyman said she would.

Grand Rapids

recent HOOPER survey

shows that WOOD has 107% more Grand Rapids listeners than any other station anywhere.

OVERALL AVERAGE - 8 A.M. to 10 P.M.



GRAND RAPIDS *is Michigan's Largest Market outside Detroit*

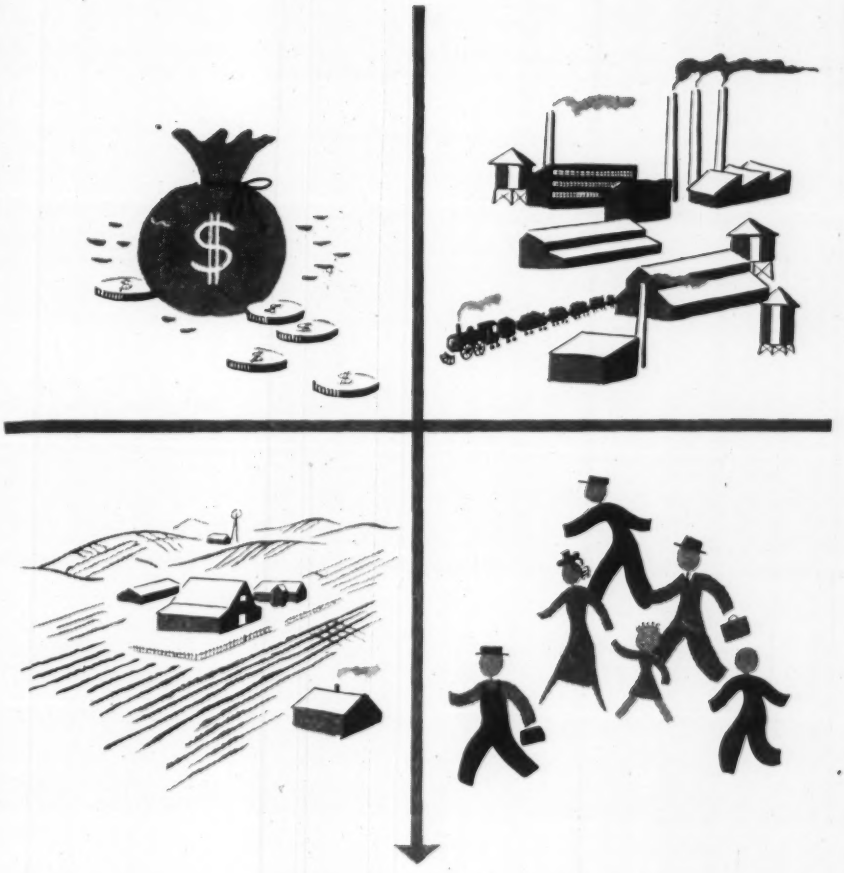
GRAND RAPIDS *is Larger than the next 3 West Michigan Cities- Kalamazoo, Muskegon, Battle Creek, - Combined*

YOU CAN'T SELL GRAND RAPIDS *on any station outside Grand Rapids*

WOOD

OUTSTATE MICHIGANS GREATEST STATION

NBC 5000 watts



the nation's best balanced market

AT THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feedstuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

(Continued from page 26)

said he had seen two of the letters in the file.

Mr. Barger and Miss Sprague went through the Watertown file, however, and failed to find any answers, except one in reply to a letter addressed to the late Chairman Prall, Mr. Barger informed the Committee after looking through the papers.

Under cross-examination by Rep. Miller, who said Sec. 405 of the Communications Act wasn't "entirely clear" to him, Miss Neyman said there were at least six other cases in which the FCC took action similar to that when it rescinded the Black River Valley CP, although she termed it "recall" rather than revocation.

Miss Neyman said the Commission found that 40% of the Black River stock was owned by the Onondaga Radio Broadcasting Corp. of Syracuse, a firm "foreign to Watertown", and when Rep. Miller asked if the Communications Act authorized the Commission to consider such ownership in granting or denying CPs, she said: "Absolutely. Under the public interest, convenience and necessity clause." She added that the Commission had a case only recently in which the applicant was "not as interested in local affairs as residents of the community", and that the FCC considered such ownership because "outsiders" weren't aware of the "needs of the people" in communities other than their own.

She categorically denied that the Commission granted a hearing *de novo* on its own motion or that the letters to President Roosevelt had anything to do with the action.

Penny Bonus

AFTER many remarks were thrown at him on the *Cleveland Clambake* program, five days weekly, 2:15 p.m., over WJW Cleveland, Todd Branson, m. c. of the program, remarked, "Say, if any of you don't like my jokes throw me a penny to buy me a new joke book!" following which he was deluged with pennies from the audience and the orchestra. The day following he received more pennies from listeners through the mail and one listener sent him several enclosed in a clam shell.

Case Recalls Details Of Watertown Grant

Commissioner Case testified that while he couldn't recall details of the Dec. 2, 1936, Commission meeting when the CP previously granted WNNY was rescinded, he told the Committee that on the basis of the minutes and a news release he would say that the Commission could have granted the Watertown Broadcasting Corp. petition, could have denied it or could have on its own motion set a hearing *de novo*.

"I think it was on our own motion that we decided on a hearing *de novo*," he said, "and did so, acting on the petition. I think it was within the power of the Commission to order a hearing *de novo*."

Commissioner Case said the first time he had seen letters to President Roosevelt, protesting the grant to WNNY on political grounds, was "a fortnight ago," when Marcus Cohn, principal attorney of the FCC, took them to his office. "Sometime or other I had heard rumors that the White House had sent some letters over, but I have no recollection as to when I heard them," he added.

"Do you think it's possible that those letters may have influenced the decision of the Commission?" asked Mr. Barger. Commissioner Case replied: "The letters came over late in November. I never saw them myself. I don't know who at the Commission saw them." He said Mr. Cohn had told him the letters were answered.

Error Conceded in Transcribing Testimony

Referring to Miss Neyman's previous testimony that the Commission considered that 40% of the Black River stock was owned by the Onondaga Radio Broadcasting Corp. and that the Onondaga firm was considered "foreign" to Watertown, Commissioner Case said such a situation "would not be ground for denying an application". He couldn't recall any other case similar to the Watertown incident, he said, although Mr. Case added: "The Commission has that power".

Mr. Hodson testified that he took shorthand notes of the Dec. 2, 1936, meeting and that he submitted the draft to Miss Neyman, who made the corrections. He said he was asked by Mr. Cohn three weeks ago to transcribe the notes and that the full transcription appeared in a statement filed the previous week by Mr. Denny. He added that he apparently misunderstood the Com-

(Continued on page 30)

AUTHOR INTERVIEWS author, Mrs. George W. Norton Jr., (left) wife of the president of WAVE Louisville, interviews Mrs. Mark Ethridge, whose husband publishes the *Louisville Courier-Journal* (WHAS), about her recently published book, *This Little Pig Stayed Home*, which she wrote under the pen name of Willie Snow Ethridge. Mrs. Norton is herself an author, writing under the name of Jane Morton. Her novel, *Blackbirds on the Lawn*, was published April 24.

WSIX offers coverage of the rich Nashville market at a cost to fit your appropriation for this territory. For WSIX, with its improved power and frequency, definitely gives you **more homes per dollar** than ever before.

WHEN both cost and coverage are determining factors in building a schedule for Nashville, it will pay you to give full consideration to WSIX.

The Katz Agency, Inc., National Representatives.
Member Station The Blue Network and Mutual Broadcasting System.

5000 WATTS — **WSIX** "The Voice of Nashville" — 980 KILOCYCLES

NASHVILLE, TENN.

THANK YOU, CONGRESSMAN BROWN!

"Good evening, ladies and gentlemen of the radio audience. This is your Representative in Congress, Clarence J. Brown, speaking from the studios of WIZE here in Springfield. It is certainly good to get back home again, even but for a few days, and to have an opportunity of visiting with my Seventh District constituents. I am glad, too, to get back to Station WIZE once more. As a member of the House Committee on Interstate and Foreign Commerce, and especially as a member of the Sub-Committee on Communications, having jurisdiction over legislation and other matters pertaining to radio, I have had the opportunity, during the past few years, to visit many radio studios and stations, and to learn a great deal about America's splendid wireless communication system. The people of Springfield and of this section of Ohio are indeed fortunate to have a radio station such as WIZE!

While I am sure that all of you who are listening in appreciate the radio facilities WIZE furnishes this area, I am wondering if you know that this station is rated as one of the best to be found anywhere in the world in a city comparable in size to Springfield. Perhaps even the officials of WIZE do not know it, but this station is considered a model local or district station. On several occasions both the Federal Communications Commission and our Committee have studied the work and operations of Springfield's own station — WIZE — in connection with national radio problems and legislation. Each time I come back to WIZE I find additional improvements have been made in plant, equipment, in community service, and in content of program.

So I am happy to have the opportunity this evening to publicly compliment the staff of WIZE on the good work they have been doing, and to congratulate the community on having such a splendid station serving it."

The above excerpt from a talk by the Hon. Clarence Brown speaks volumes, why Radio Station WIZE is being recognized as Springfield, Ohio's number one advertising medium. To really reach and sell this market, you must use WIZE. No other medium or outside station can do this for you.

It's the WIZE advertiser who uses the Springfield market

WEED & CO.
NATIONAL REPRESENTATIVES

WIZE
Springfield, Ohio

BLUE NETWORK

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

(Continued from Page 28)

mission action, which acocunted for the sentence that the Commission on its own motion ordered a hearing *de novo*.

Rep. Miller asked Mr. Hodson to transcribe his shorthand notes of the Dec. 2, 1936, meeting for the Committee record. As he did he read:

"General counsel recommended grant of petition of Watertown Broadcasting Corp. to set aside grant to Black River Valley Broadcasts Inc. and remand same to examiner; grant Brockway petition to intervene. Mr. Garey suggested that Commission on its own motion order hearing *de novo*. Mr. Gary repeats recommendation. Recommendation approved."

After reading the minutes Mr. Hodson remarked: "Apparently I was in error."

Miss Neyman identified minutes of the Dec. 2 and Dec. 9 meetings and her initials with the date Dec. 11, 1936, on the minutes, indicating she had approved the minutes on Dec. 11.

Mr. Denny, recalled to the stand, admitted that his knowledge of the Watertown case was based on his review of the records and interviews with Commissioners Walker and Case and other personnel who were with the FCC in 1936. He also said the Commission is presumed to know its own records, but that the FCC erred in denying Watertown Broadcasting Corp.'s first petition for a CP grant. He said a petition is grounds for *de novo* hearing. He declared that the Commission "paid utterly no attention" to the letters to President Roosevelt, urging the WNNY grant be rescinded.

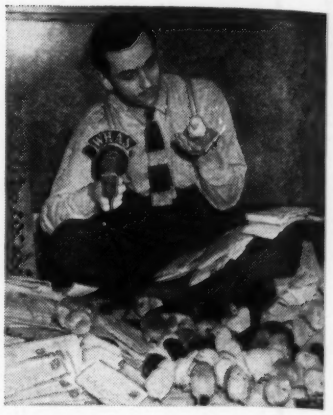
Swift Test

SWIFT & Co., Chicago (Swift's ice cream), has begun sponsorship of a test campaign, with expansion anticipated. Agency is Needham, Louis & Brorby, Chicago.

Net Earnings of GE Show Drop for Quarter

GENERAL ELECTRIC Co.'s profit available for dividends for the first three months of 1944 amounted to $10,384,405, compared with $10,442,576 for the same period in 1943, or 36 cents a share of common stock in each period, President Gerard Swope announced last week.

Above amounts were after provision of $61,000,000 and $66,000,000 respectively, for federal taxes on income and for post-war adjustments and contingencies, a decrease of 8%. Net sales billed (representing shipments) during the first quarter of 1944 amounted to $354,624,206 compared with $277,872,103 for the same period in 1943, an increase of 28%. A dividend of 35 cents a share will be paid April 25 to 230,910 stockholders for first quarter of 1944. This will be the 187th dividend paid on General Electric Co.'s common stock.



ANY EGGS today, Bud? Bud (Mother Cary) Abbott, overnight timekeeper of WHAS Louisville, must have pulled a corny one to hatch this brood sent to him from night workers at Kerlin's Hatchery in Pennsylvania. They will be included in his record of screwy fan mail including hams, pies, fudge, cookies—and bourbon. He has gotten presents from listeners in Alaska, Hawaii, Iceland, Latin America and censored. Abbott was formerly with WFEA Manchester, N. H., WGAN WCSH Portland, Me. and WLAW Lawrence, Mass.

PUBLIC RELATIONS GROUP ORGANIZED

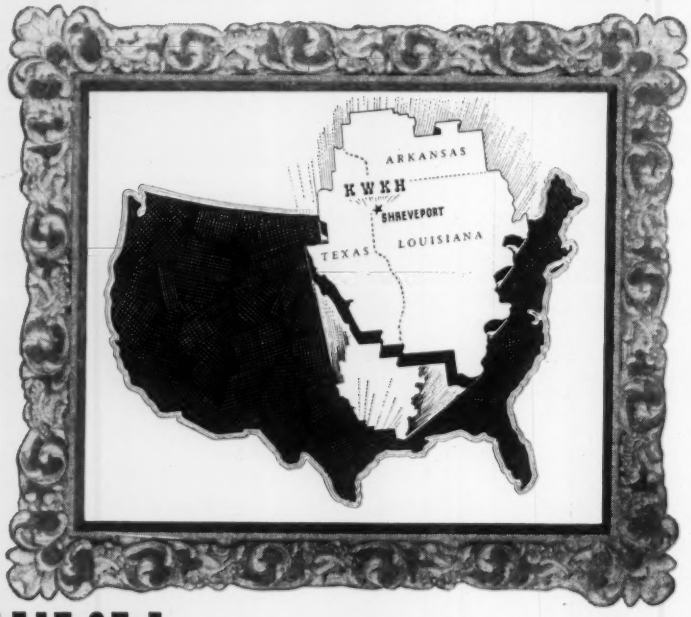
ORGANIZATION of the American Public Relations Assn., designed to put the public relations field on a high level comparable to other professions and to promote high standards of operation, has been effected in Washington, it was announced last week. A meeting of the new organization has been scheduled for 7:30 p.m. May 3 in Washington's Hotel Statler, to consider establishment of forges (chapters) in Chicago, Cleveland, Milwaukee and New York.

Among objectives of the APRA are to create a code of ethics; initiate a school of public relations as part of the regular curricula of some well-known college, and extend such courses of instruction to other colleges and universities; provide a post-war program to return servicemen to public relations assignments in business and industry through an Association placement bureau; publish a public relations directory; serve as liaison in the war program; establish public relations awards.

Henry Grattan Doyle, dean of Columbian College, Georgetown U., on leave as director of the Washington Inter-American Training Center, has been elected first president. Other officers are: Paul H. Bolton, president, Bolton Adv. Co., Washington, secretary; Charles Miner, president, Guardian Management Corp., Washington, treasurer; H. Scott Johnson, conservation consultant, War Production Board, vice-president; Robert E. Harper, assistant to the president, Motion Picture Adv. Service Co., executive director.

District vice-presidents include: Mid-Atlantic States—Edward F. Thomas, public relations director, Geyer, Cornell & Newell, New York; East North-Central States—Stuard Siebert, J. Walter Thompson Co., Chicago; South Atlantic States—H. Scott Johnston; Willard D. Egolf, assistant to the president of NAB, was named to the Advisory Committee. A second member from radio is to be chosen.

The National Capital Forge, limited to 100, will include 10 members from radio. . .



PORTRAIT OF A *Growing* MARKET

• It's a big market where big things are happening. Year after year it has shown steady gains in population and spendable income. Although wartime activity has entered the picture, the basic reasons for continued growth and prosperity of this great three-state area lie in its natural and industrial advantages. For here is a region rich in oil and natural gas, lumber and minerals. A continuous rise in agriculture and livestock raising is rapidly producing bigger and better crops, greater quantities of pork, beef and dairy products. Industry, now spurred by wartime activity, has played a key role in these ever-mounting gains... is destined to play an even more important role in post-war prosperity.

It takes a big medium to cover this great East Texas-North Louisiana-South Arkansas market. And only KWKH, with its 50,000 watts, offers dominant, effective coverage of this rich area. That's why more and more advertisers are turning to KWKH to sell now and build even greater sales for the future.

KWKH
50,000 WATTS
CBS
A Shreveport Times Station — Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

Our Signal Doesn't "ROLL DOWN TO RIO"

Rio de Janeiro is one of the most pleasant places in the world. It's the home of the Carioca and the Samba. It's the capital of the world's greatest coffee-producing country. Its people are a happy people, excepting for one thing—their inability to listen to WFIL.

Now some stations would have you believe that they cover just about everywhere, including Rio. That's their sales story. But is the coverage in the area you want? Why pay for publicity where you are not going to harvest real results. Don't drop your line where fish are scarce. WFIL blankets the Philadelphia Trading Area . . . and without any waste circulation!

In 1929 A. T. & T. sold at 310 and U. S. Steel reached 261. But old stock quotations like old ideas or old program ratings are not much good today. The past is gone. The old order changes. Latest surveys on radio listenership in the Philadelphia Trading Area indicate that more and more people are listening more and more to WFIL. And because advertisers are learning that the most progressive station in the entire trading area is WFIL, 114 accounts, new to this station, bought time in 1943. If you have something you want to sell to people in the Philadelphia Trading Area—and not in Rio—then we suggest that you make use of the selling facilities of WFIL . . . "that progressive station."

A BLUE NETWORK AFFILIATE

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Merchandising & Promotion

WIBW Sales Harvest—WBNX Folder—NBC Brochure
Plugs for Drugs—WSLS Plan—Score Pads

TWO-PAGE illustrated promotion folder has been released by WHCU Ithaca, N. Y., on the Sunday morning quarter-hour farm program originated by the station and which is conducted by Rym Berry, the "squire of Stoneposts farm" who weekly "chats over the barnyard gate about his farm life, problems and experiences". Program is now carried by WSYR Syracuse and WGY Schenectady. WCHU primary and secondary coverage map is included on the back of the folder.

* * *

Sales Harvest

"TO REAP a bigger Kansas Sales Harvest, hire WIBW to sow your selling seeds," says the folder issued by WIBW Topeka. Inside the cover is attached a package of vegetable seeds, with a postal card for ordering more seeds if desired, the market study "Post-War Buying Plans of Kansas", and the station's best current availabilities.

WBNX Folder

WBNX New York has prepared and is distributing a two-page brochure on its late evening recorded *Opera in Bed* program which was inaugurated by the station last December for the Greater New York opera loving public. Cover of the folder shows in caricature typical listeners of the unique WBNX feature which is heard Monday through Saturday, 11 p.m. to midnight. A cross-section of the *Opera in Bed* testimonial file is contained in the folder, as well as a short description of the program, which features a complete opera each evening except Saturday, when excerpts are presented from those operas not available in full on discs.

Knoxville Campaign

THREE Knoxville stations, WBIR WNOX WROI, are cooperating in a joint trade journal campaign to acquaint national advertisers with the increasing size of the Knoxville trade area. Strauchen & McKim Agency, Cincinnati, handles the campaign.

* * *

NBC Brochure

BROCHURE has been issued by NBC on its *Words at War* series, highlighting press reaction to the controversial broadcast *Assignment U. S. A.*, and the book upon which it was based. Presentation is titled "They Sat Up and Took Notice".

Promotion Kit

RCA Victor Division of RCA, Camden, N. J., which has an exclusive recording contract with the Boston Symphony Orchestra, has prepared a sales promotion kit tying in with the orchestra's Saturday night programs sponsored on the Blue Network by Allis-Chalmers Co. The dealers' kit includes window and counter display material keyed to the theme "Listen to the Boston Symphony Orchestra on the air. Hear them on Victor records." Material includes a booklet on the orchestra's history.

* * *

Plugs for Drugs

WLW Cincinnati drug trade relations department has initiated a "Radio Feature Value" weekly promotion plan in cooperation with the Retail Drug Association in the WLW area. Each week an item retailed only through drug stores is selected for promotion and is featured on the regular Sunday WLW druggist broadcast. Three spot announcements daily are scheduled in addition during the preceding week to help the retailer call attention to the featured item. Further aid includes bulletins suggesting tie-in counter and window displays.

* * *

WSLS Plan

TITLED "Here Is Another Plus for WSLS Program Clients", WSLS Roanoke, Va., has issued to advertisers and agencies a promotion piece designed to present and explain the "WSLS Program Promotion Plan", a method for consistant and equitable promotion of sponsored programs. Under the plan, the folder states, programs are assigned unit values according to their size and frequency, and the various promotions afforded each is prorated accordingly over a two-month period.

* * *

Book Markers

BOOK-MARKERS promoting the return to the air of Betty Wells' *Book Program* over KRNT Des Moines are being distributed from the program sponsor's place of business and through the Des Moines public library. Printed on light green cardboard, marker contains small circle cut of Miss Wells.

* * *

WLIB Booklets

WLIB Brooklyn distributed two brochures to agencies and advertisers in April—"Listeners", a description of the WLIB market based on C. E. Hooper and Pulse of New York surveys; and "Programs," a detailed account of all regular programs.

* * *

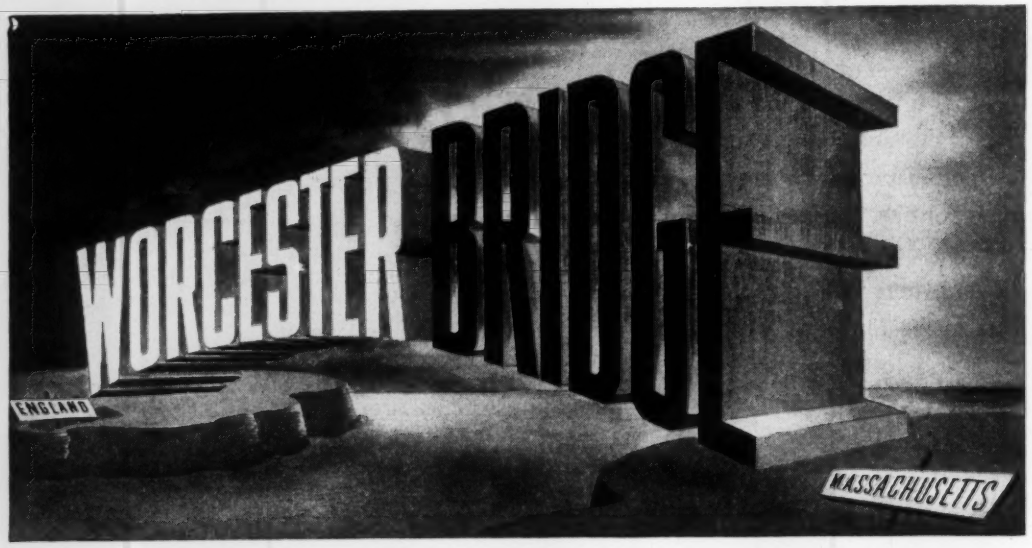
Score Pads

GIN RUMMY score pads in station colors of blue and yellow constitute the latest promotion idea of WPEN Philadelphia. The copy, in gin rummy terminology, calls attention to WPEN and the pad itself features an extra column for figuring.

* * *

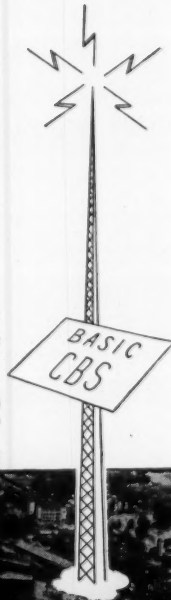
Promotion Program

WTAG Worcester, Mass., on April 30 broadcast a special program keynoting a WTAG drive to exploit the station's plans for covering the coming invasion. Participating on the show were top CBS, BBC (from London) and AP newsmen.



'Worcester, England calling WTAG Worcester, Mass." "London calling WTAG listeners." These are established features received direct on WTAG's own short wave equipment. They frequently include many noted personalities such as Mr. Churchill and Sir Anthony Eden, and other outstanding wartime events.

Here at home WTAG's Mobile Transmitter Unit covers news and *makes* news. A creative force of Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and a Publicity Department function the clock around. There's every evidence that this is a Big Station inside of a Big Market.

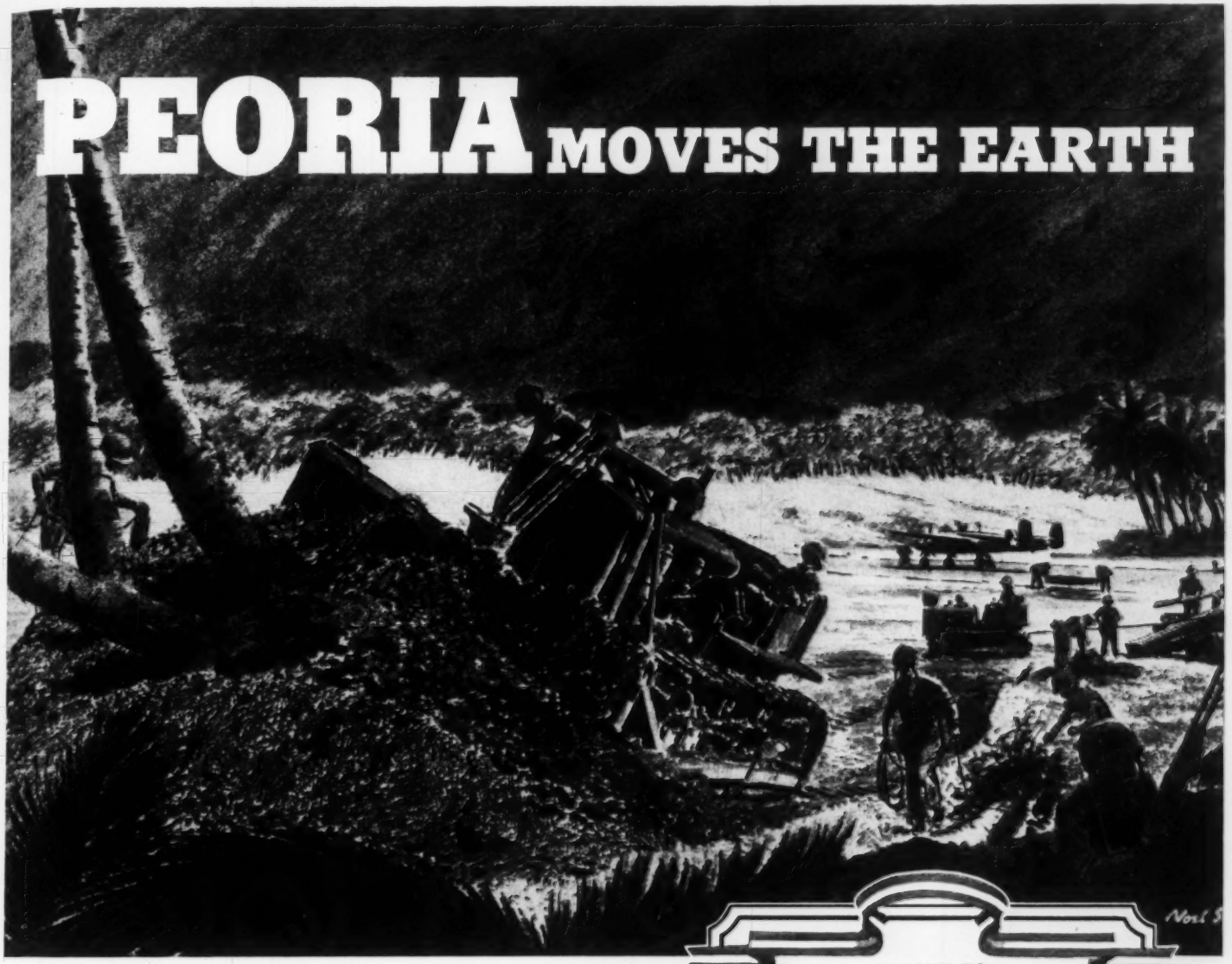


PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

PEORIA MOVES THE EARTH



LITTLE RE-CONVERSION NECESSARY IN PEORIA

The Committee for Economic Development chose Peoria as a test city to determine post-war employment possibilities. Forty-five out of 49 manufacturers employing 97.6 per cent of Peoria's industrial manpower reported. The conclusion of the survey indicated that "only about 1000 workers will be dropped from a wartime high of 30,000 employees. Factory managers have estimated that employment can be maintained at near the 29,000 figure, *continuing the prosperity of the district*—".

WMBD covers, not only the market composed of the people employed in these industries; but the whole of Peoriarea. This area consists of 16 counties in the heart of Illinois' rich corn-belt section. Peoria is the center of this populous section of 614,200 persons (greater than some states) and WMBD serves the area as its home station. No national or near-nationwide advertising campaign can ignore this stable Peoriarea—its buying power—or WMBD's complete coverage.

FREE AND PETERS INC.
National Representatives

WMBD

PEORIA BROADCASTING COMPANY, PEORIA, ILLINOIS

SALUTE TO

Caterpillar Tractor Co.

The Caterpillar Tractor Co. holds the proud position of being first in the world in the production of track-type tractors, Diesel engines and road machinery.

When the war began, "Caterpillar" products were diverted from peace-time uses to war operations. No plant conversion was necessary; these heavy, earth-moving machines, built for peacetime jobs, could do a war job equally well.

Today, "Caterpillar" powered equipment is out in front helping to win the beach heads, level landing fields, clear ruins, haul supplies . . . that would otherwise require thousands of man hours.

The 75 acres of buildings at the Caterpillar Tractor Co. and the 20,000 workers are ready, when the war is won, to continue uninterrupted production to win the peace.

One of a series of advertisements saluting Peoria industry.

Record $500,000 for Sale of a Local Is Paid by Washington Post for WINX

IN A RECORD-breaking transaction for a local outlet, WINX Washington was sold last week by Lawrence J. Heller to Eugene Meyer, editor and publisher of the *Washington Post*, for $500,000. The transaction was understood to be cash with the *Post* to take over immediately upon FCC approval.

Mr. Heller

WINX began operation in December, 1940, and was originally licensed to Mr. Heller, Washington attorney, who has actively directed the station. It operates on 1310 kc with 250 w, plus a 100 w suburban booster station.

Mr. Heller and his wife hold approximately 90% of the station's stock. Owners of the balance are Lt. William A. Porter, USNR, former radio attorney, and Richard K. Lyon, of Washington. Mr. Lyon, who acted as secretary of the company, acquired his interest through a loan of $10,000 to Mr. Heller.

The transaction was completed April 22 by Messrs. Meyer and Heller. The *Post* has long sought a Washington outlet and, it is understood, had been in negotiation with the two other independently owned outlets—WOL and WWDC. Counsel for Mr. Heller in the transaction is Horace L. Lohnes, of Dow, Lohnes & Albertson, with the *Post* represented by Spencer Gordon, of Covington, Burling, Rublee, Acheson & Shorb. Wayne Coy, assistant to Mr. Meyer and formerly one of the executive assistants to President Roosevelt, also was identified with the negotiations.

It was expected the application will be filed with the FCC by about May 10. The *Post*, in its issue of Sunday, April 23, carried a one-paragraph page one item announcing that the sale had been negotiated, subject to FCC approval.

Early in April an application was filed with the FCC for the sale of WCOL Columbus, by Kenneth B. Johnston, Columbus attorney, to Lloyd A. Pixley, general manager of the Fort Industry Co. and members of his family, for $250,000. So far as is known, this was the previous record price for a local outlet [BROADCASTING, April 10].

It is understood the agreement provides that Mr. Heller shall remain as manager of the station for a specified period following approval of the transfer. The firm of Loucks & Scharfeld, through Philip G. Loucks, will handle the transfer proceedings for the *Post*. The newspaper also is understood to be interested in television, and already has filed for FM through a subsidiary company.

Crisis Problem

A LOCAL emergency in Cincinnati would be nothing short of disastrous for WKRC Cincinnati, if sales promotion manager Byron Taggart doesn't slow down on his recruiting efforts for Ohio State guard members. A first sergeant of Co. H, in the guards, Taggart has already signed up David Grahm, an office staff member, as a private in the same company. Station manager Ken Church is a captain and commanding officer of Co. D.

Disc Campaigns

THREE SPONSORS who recently ordered recorded spot announcements made by the NBC Chicago Radio Recording Division under Frank Chizzini, include the Clyffside Brewing Co., Cincinnati (Felsenbrau beer) on six stations, through Stockton - West - Burkhart Adv., Cincinnati; Eagle Stamps Co. (trading stamps) on four stations, through Olian Adv. Co., St. Louis; Coca-Cola Bottling Co., of Chicago, 35 stations in Great Lakes area, through William B. Wisdom Agency, New Orleans.

Bu-Tay On Coast

BU-TAY PRODUCTS Ltd., Los Angeles (Raindrops, detergent), in a 13-week campaign starting May 1 will use daily spot announcements on 14 stations with others to be added to the list. Current list includes KFSD KWFT KGNC KGA KUTA KOA KTRH KTUL WOAI KOMA KMJ KGO KTSA WFAA. Agency is Glasser-Gailey & Co., Los Angeles.

Garland Resigns

PLANNING to devote his full time to his duties as Mayor of Des Plaines, Ill., and his campaign to become Representative in Congress for the 7th Congressional District, Ill., Charles H. Garland, assistant sales manager of WBBM Chicago, has resigned, effective April 17. On April 11 Garland won the primary election by a 3-1 margin.

CBS Video Shows 90% Ad-lib With No Scripts

NEWS, quiz shows, vaudeville documentary programs and other material of an impromptu nature will make up most of the program material when CBS resumes live telecast on May 5, Gilbert Seldes, CBS director of television told the Television Press Club New York, in April.

CBS, with the theory that the thing television does best is to bring to its audience the unpredicted event, has attempted to carry that unrehearsed, impromptu atmosphere into their studio presentations, Seldes stated.

Murray Grabhorn, manager of national spot sales for the Blue network and president of the Radio Executives Club, outlined for TPC members the summer course in video to be given by the REC.

FTC Stipulations

TWO stipulations to cease certain representations in advertising were announced last week by the Federal Trade Commission. Corn Products Refining Co., New York (Mazola), and C. L. Miller Co., New York, agency handling Mazola advertising, agreed to refrain from representing that very few foods yield a food factor that Mazola supplies and that an ingredient of the product provides various health benefits. Consolidated Drug Trade Products, Chicago (New Peruna Tonic), and Benson & Dall Inc., Chicago, which handles its advertising, stipulated with the Commission to eliminate claims that preparation is a preventive against colds or that it will build resistance to colds.

Hill Using NERN

AS PART of a campaign in California and New England for its new Dromedary corn muffin mix, Hill Bros. Co., New York, is using the five-weekly quarter-hour *Marjorie Mills* program on the New England Regional Network. Firm promotes other products on NERN and other stations. No additional radio is contemplated at present. Agency is Biow Co., New York.

Union Pacific Extends

UNION PACIFIC Railroad, Omaha, has extended its sponsorship of *Your America*, NBC, 5-5:30 p.m., Saturdays, to Dec. 30, for a full 52-week contract. Agency is the Caples Adv. Co., Omaha.

'Time' Adds Another Show

RADIO PROGRAMS department of *Time* magazine has prepared a transcribed quarter-hour series on American history which will start on WQXR New York May 7 under sponsorship of Eagle Pencil Co., New York, as a weekly feature. Titled *The Wonder in America*, program will present an informal dialogue between a hypothetical businessman and a town librarian, bringing in the country's history from the days of Columbus to the present. For a quarter, listeners may obtain a special booklet of original maps. Dialogue is written by Carl Carmer, author. Program is another of *Time's* educational series which includes *Let's Learn Spanish*. Agency for Eagle Pencil is Albert Frank-Guenther Law Inc., New York.

DUCKWORTH SELLS KID FOR $100,001

SALE of KID Idaho Falls, Idaho, by Jack W. Duckworth, sole owner, to a syndicate of Idaho and Utah businessmen for $100,001 has been consummated subject to FCC approval, according to applications filed with the Commission last week. The station operates on 1350 kc. with 500 w night and 5,000 w until local sunset and has been operated by Mr. Duckworth for the past 17 years.

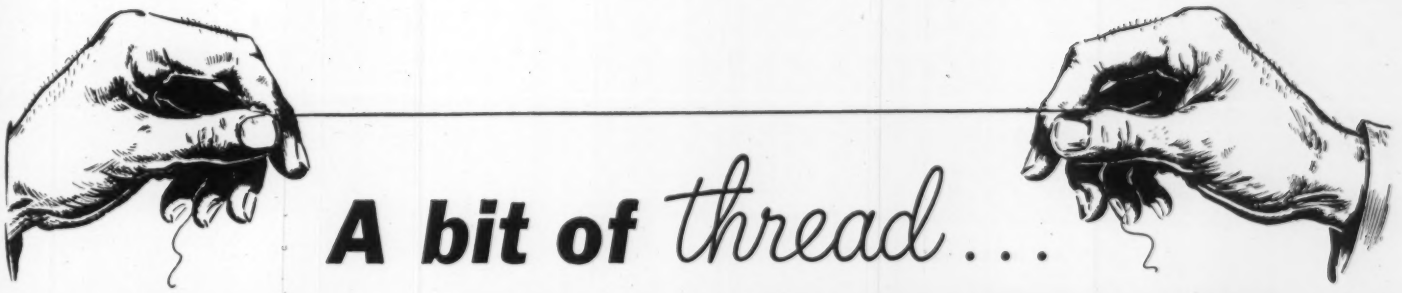
Purchasers are H. F. Laub, of Logan, Utah, president and 40% owner of KVNU Logan, also in the electrical contracting business; L. A. Herdti, Ogden electrical contractor; and Walter Bauchman, Idaho Falls electrical contractor. Each would acquire one-third of the capital stock of KID.

Mr. Duckworth has not announced his future plans. Prior to the establishment of KID, he was advertising manager on the West Coast for the Dole Pineapple Co. and participated in the establishment of KMIC Inglewood, Cal., in 1926. Mr. Duckworth caused a sensation in radio last year closing down the station for several months, because of the manpower shortage. KID returned to the air however, after radio had been declared essential and the chief engineer was deferred.

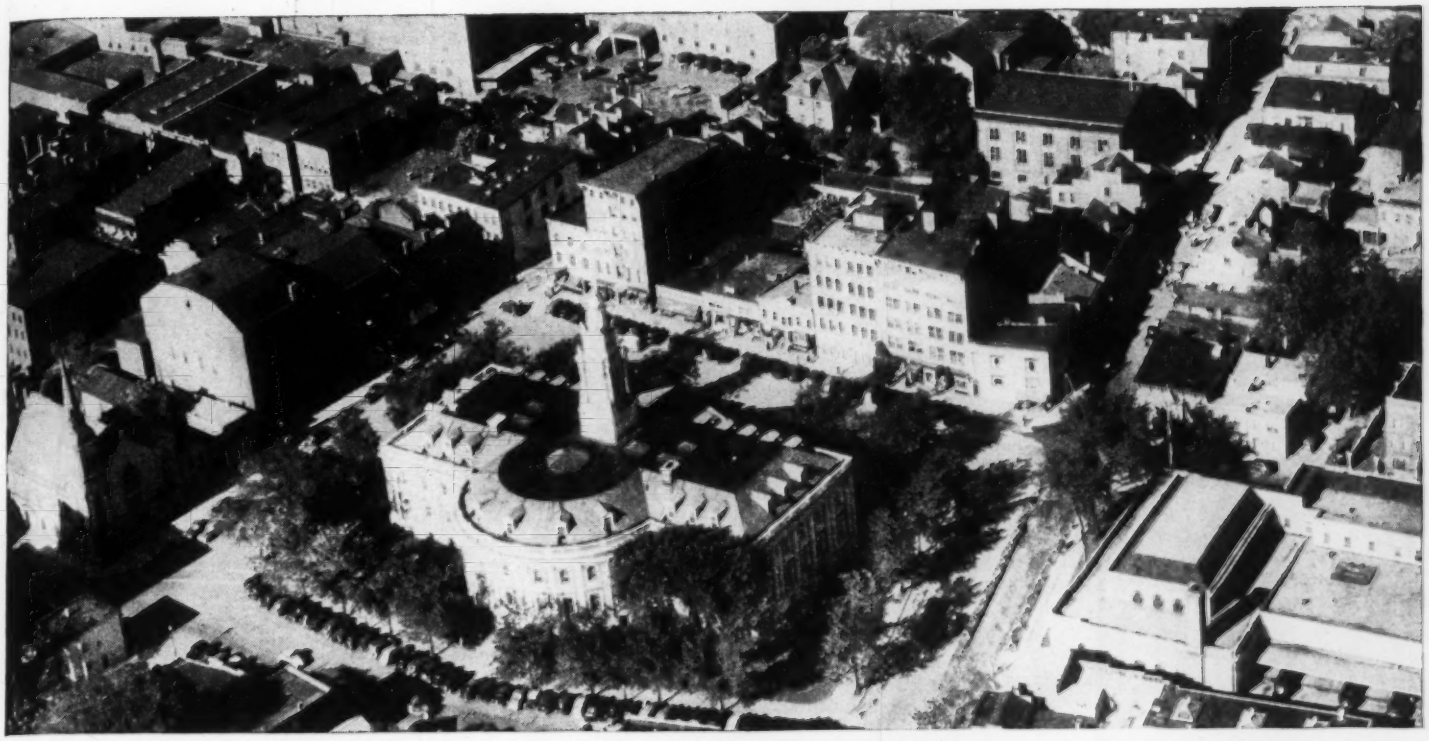
Sterling Drug in S.A.

SYDNEY ROSS Co., Latin-American distributors, Newark, is using a sound launch to bring to natives living along the rivers in Colombia, S. A. entertainment in the interests of Mejoral (aspirin) Glostoro (hair tonic) Phillips Milk of Magnesia and other Sterling Drug products. With the aid of an amplifier system, "hemispheric solidarity" messages are aired from the boat.

POST-WAR PROBLEMS were discussed at this gathering in the Ritz-Carlton, Boston, when Vice-President Henry A. Wallace was interviewed on WLAW Lawrence, Mass. Guests of the station for the broadcast were (front row l to r): Irving E. Rogers, president, Hildreth & Rogers Co., licensee of WLAW; Clement Norton, Boston school committee; Hartwell Daley, WLAW commentator, who arranged the broadcast and interviewed Mr. Wallace; the Vice-President. Back row: Frank Lee, associate engineer; Fred Lafey, chief announcer; George Hinckley, chief engineer; Joseph P. Oakes, program manager, all of the WLAW Staff.



A bit of *thread*...



...and the Schenectady Market

WHAT HAS a bit of thread to do with Schenectady? Well, from a bit of thread, carbonized, Thomas Edison made the first electric light bulb; and from his principle of a glowing filament in a vacuum came our light bulbs and radio tubes of today.

Millions of them are made in Schenectady. It is a city of highly-skilled labor, of well-paid executives, of rich, outlying country. Today, it is one of the great war-work centers of America. Tomorrow, when victory comes, Schenectady will resume its immense peacetime industry. There will be plenty of work for years to come in Schenectady...plenty of buying-power for your commodity.

In Schenectady, WGY covers the entire market represented by central New York State and western Massachusetts. In this area—the "Hudson Circle"—lie nine leading cities where employment is at an all-time peak and some of the richest farming country in the entire East. WGY delivers this market to advertisers both by day and by night.

WGY—SCHENECTADY

One of Eleven Essential Stations
in Eleven Essential Markets

Represented by NBC Spot Sales

Today, in business, as in living, *essential* things come first.

Here's why all eleven of these stations are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

To every spot broadcaster in America these eleven stations are as essential as the filament of carbonized cotton was to the first electric light bulb—as the city of Schenectady itself is to the electrical industry today.

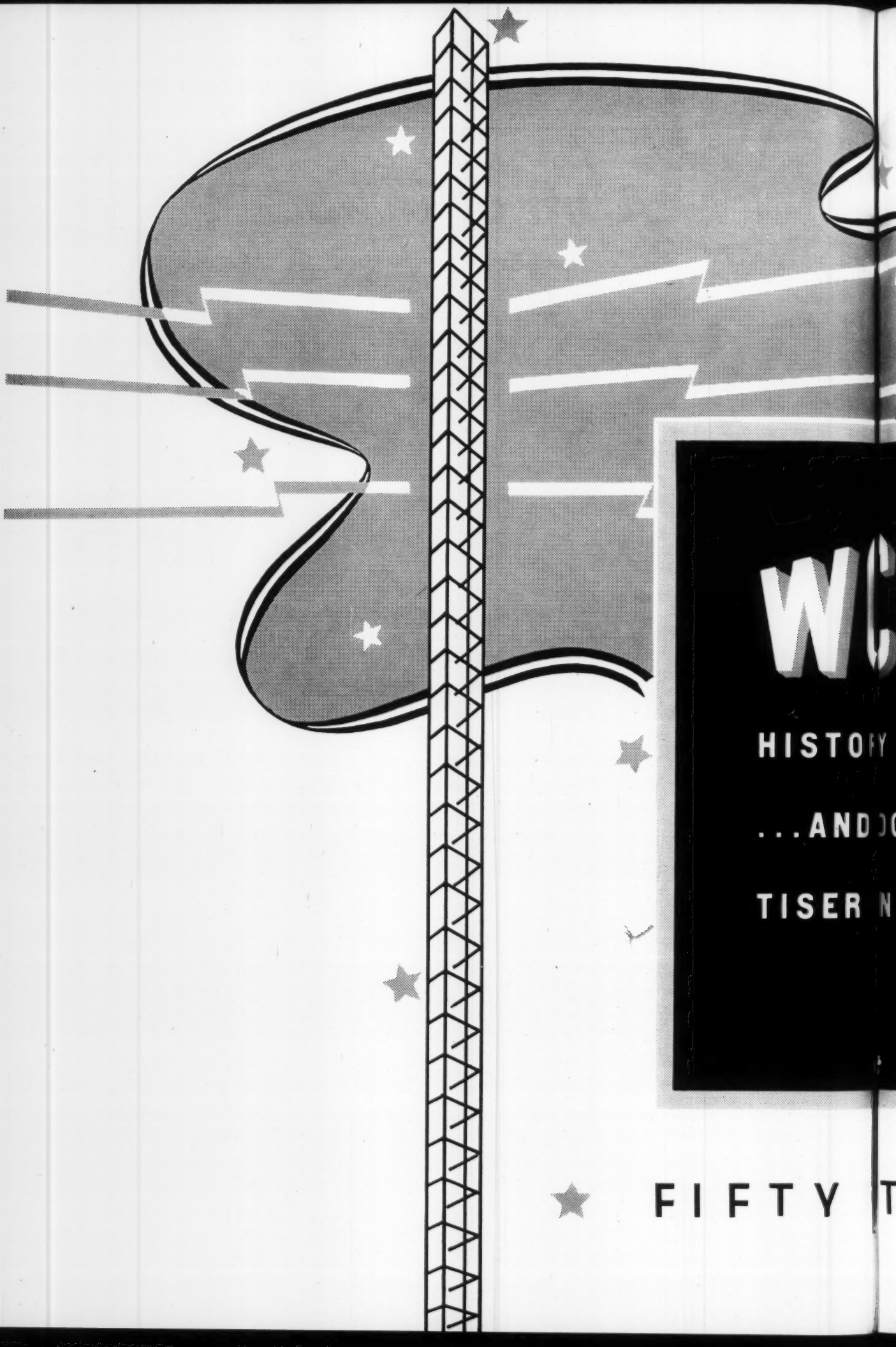
WGY is a great *time* buy every time.

WGY—SCHENECTADY

WEAF—New York	KPO—San Francisco
WMAQ—Chicago	WBZ-A—Boston-Springfield
KYW—Philadelphia	WTAM—Cleveland
WRC—Washington	WOWO-WGL—Fort Wayne
KOA—Denver	KDKA—Pittsburgh

NBC SPOT SALES

A SERVICE OF RADIO CORPORATION OF AMERICA


WC
HISTOFY
...AND
TISER N
FIFTY

WCKY IS MAKING BROADCASTING

OFY FOR PUBLIC SERVICE TO LISTENER

D DOING THE REAL JOB FOR THE ADVER-

R N THE GREAT CINCINNATI MARKET—

L. B. Wilson

THOUSAND WATTS CBS

Editorial

Radio's Invasion

FOR ALL of us alive today, the biggest story since Creation is about to break. History's most perfect and best coordinated fighting machine, under supreme command of Gen. Dwight D. Eisenhower, is poised on the British beach awaiting the invasion hour.

Just as this is radio's first war, it is radio's first spot news coverage of an invasion. Preparations have been in the making for months. Every network has its invasion staff primed. Communications facilities have been vastly augmented. Around the clock coverage will be provided by American radio as long as conditions warrant.

Radio, as the most speedy of the news media, faces another supreme challenge. The plans have been made by our best radio and news brains—on this side by Byron Price, chief of the Office of Censorship, and Elmer Davis' OWI experts, and the military; over there by such men as Col. David Sarnoff, on active duty with the Signal Corps; William S. Paley, on special OWI assignment; Comdr. Harry C. Butcher, naval aide to Gen. Eisenhower and Col. Ed Kirby, chief of the Army's Radio Branch at Washington headquarters, who has just returned from a special mission.

Radio has never faced a greater responsibility. It is a grim, grave assignment—covering mass invasion on the spot with split-second timing and with mothers, wives and children on the loudspeaker end. It takes sane, sober handling. Radio will do it.

What's the Rush?

UNBEKNOWNST to most people in radio, a battle is being waged behind the technical scenes between FM and television. Both aspire to the same portion of the ultra-high frequency spectrum for post-war development. Neither proposes to be dislodged from the lower portion of the uhf band, insisting that each is entrenched and that to be booted into the higher reaches (above 100,000 kc) would retard introduction of their service when the existing freezes are lifted.

The fight rages within the closed sessions of the FM and television panels of the Radio Technical Planning Board, created last February to devise post-war allocations for all radio services. This board reports to the FCC, which decides upon allocations. The way things appear now, however, the issue probably will be settled only after the Commission holds hearings and decides for itself the present and prospective states of the two new radio arts as weighed against the requirements of other services.

There has been too much confusion about FM and television allocations. Some competent engineers contend there just isn't enough information available to determine where optimum service will be attainable for these and other post-war services. The FCC is making continuous studies of FM propagation phenomena. It also has available the results of private video experimentation. This information must be analyzed scientifically and dispassionately. Secret information now known only to the military also will prove useful.

But the question arises as to how long the public should be kept waiting. It is recognized that both FM and television, technically, will broaden radio's horizons and that both can function acceptably today. It isn't yet determined, beyond doubt, that the present standards and systems and proposed allocations are the most economical or best suited for overall service.

There is evident a need for less heat and more wisdom in the appraisal of the technical aspects of post-war allocations. And there also is apparent a need for less high-pressure selling of these services all down the line.

The primary function of radio is preservation of life and property—to provide services for which wire lines are not suited. These include aviation and marine, to some degree the military, Government and police. But this doesn't mean that non-public services should commandeer everything to the exclusion of broadcast or public services.

There has been loose talk about FM stations in every nook and cranny of the country. Small newspapers—weeklies as well as dailies—are being importuned to rush to the FCC for assignments. Tall stories about installing stations for a few thousand dollars, and operating them for peanuts, are being peddled. Publishers are told they missed the boat in the '20's on standard stations and that they shouldn't miss this time.

The facts are that it costs every bit as much to install and operate an average FM station as it does an AM. An analysis of the 140-odd pending applications discloses that the average cost for plant equipment alone is $60,000 [BROADCASTING, April 24]. And that doesn't include studios, high-fidelity acoustical treatment or offices, let alone personnel, programming, music libraries, copyright fees, studio equipment and other factors. Television costs will be infinitely higher.

FM will open up almost unlimited opportunities for stations—in contrast to the limitations of the existing standard band, crammed with some 900 stations. So why the rush? Many a small fortune may be lost if novices make FM a gold-rush by attempting to operate in uneconomic markets or over-serviced areas. They may find it a mirage.

It's important, certainly, to get the allocations settled as promptly as possible, so manufacturers can design transmitters and receivers responsive to the selected frequency ranges. But the guess-work should be taken out of the allocations before then. We're told about tubes capable of generating sufficient power to supply transmitters operating above 400 mc. and about color television in the higher frequencies. There's also speculation about narrower channels for FM to provide assignments for additional hundreds of stations. Until equipment is satisfactorily demonstrated and these developments are removed from the realm of theory, they shouldn't be used to retard introduction of new services. The automobile wasn't held up until the development of four-wheel brakes. Motion pictures didn't wait for technicolor. The arts catch up with progress.

There is no time to waste. But certainly there isn't any need *today* to rush at break-neck speed when some of the vital technical answers aren't known.

Our Respects To —

KENNETH BRYANT WARNER

PROFESSIONAL amateur for 25 years is Kenneth Warner's distinctive claim to fame. When he started calling "CQ, CQ," up and down the hollows of the Mississippi River Valley back in pre-World War I days, he little realized he was tuning in a lifetime career.

The answer "came in" when the American Radio Relay League on April 26, 25 years ago, chose him as secretary and general manager, chief of its headquarters staff and the editor of *QST*, its official organ. He has been the country's "No. 1 ham" ever since.

In celebration of the anniversary, congratulatory letters, led by a message from the President, arrived from all over the country. The League gathered them, without Mr. Warner's knowledge, into a memorial volume presented to him on the 26th, as a tangible record of the admiration he has earned.

Guarding the league against aggression by other interests hungry for space on the air, and protecting its rights against legislative threats, Kenneth Warner was the pilot that charted the ARRL through the broadcast boom of the 20's.

Through *QST* he encouraged the early application of vacuum tube continuous wave transmission by amateurs. He sponsored first the development of international high-frequency communication and later the amateur's pioneering investigation in the ultra-high frequency region, now familiar as the territory in which FM, television, radar and a host of secret war devices operate. Some of the League's investigations of nearly ten years ago still represent basic material with respect to transmission phenomena. At the outset of the present war amateurs were the best informed group in the country on the performance of frequencies around 40-100 mc.

The tremendous growth of the League becomes evident with a comparison of membership figures of the period of two wars. There were about 8,000 amateurs in the country at the beginning of World War I, 58,000 at the beginning of World War II. Within a year after the resumption of amateur radio there probably will be 100,000 amateurs, partly because of the large number who are learning about it in the services through use of the League's publications for training purposes.

Soon after World War I had closed down amateur operations the League, founded in 1914 to fill the need for a national non-commercial association of transmitting radio amateurs, suspended its activities. Clarence D. Tuska, its secretary and editor-publisher

(*Continued on page 40*)

PROBLEM: where is the engineer?

WMFM, The Milwaukee Journal FM station, is on the air, but where is the master control board engineer?

Frankly, it doesn't matter. The WMFM master control board is a unique, automatic device that needs to be checked only when a program starts.

To fully utilize all the inherent advantages of Frequency Modulation broadcasting, no expense was spared in providing the finest possible equipment for WMFM.

Equipment and facilities give a station technical perfection. WMFM has added to that a well planned schedule of distinctive, quality programs keyed to the wants and needs of the community.

Little wonder then that WMFM has become a regular visitor in thousands of homes. The WMFM combination of FM and sound programming has struck a responsive note in Wisconsin.

When planning your fall radio campaigns, remember the call letters WMFM . . . Milwaukee. You will find an eager, receptive audience.

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

to reach Durham★ you need station WDNC

COLUMBIA NETWORK

★NORTH CAROLINA

Represented by Howard H. Wilson Co.

Our Respects to

(*Continued from page 38*)

of *QST*, carried on for a short time, then locked the door and hung out a "Gone to War" sign for himself.

The ARRL stagnated for a year-and-a-half. Memberships, which had grown to several thousand, lapsed and the burgeoning movement of amateur radio entered a state of suspended animation.

Yet the spark stayed alive in the "hams" serving their country in uniform—especially K. B. Warner, Air Service lieutenant stationed in Washington, D. C.

His pre-war signals 9JT and 9FW were practically one with the air currents in the giant conduit that is the Mississippi River Valley. He was a member of the historic "Green Ink" gang, a group of leading Valley amateurs whose fraternalism was signified by the use of green ink on all correspondence. The symbol was still evident on his 20th anniversary with the ARRL when the staff presented him with a dual desk set, one of the pens filled with green ink.

In Last War

Came the last war, and Kenneth Warner volunteered. Assigned to radio communications, he received intensive training at Columbia U. and was commissioned a second lieutenant, serving as radio instructor at the Air Service School at Ellington Field, Tex., and later returned to Columbia as instructor. The end of the war found him Assistant Technical Officer, Radio Branch, Training Section at Bolling Field, Washington.

About this time Lt. Clarence Tuska, who had been the American Radio Relay League secretary and editor-publisher of *QST*, began making plans to revive the ARRL. Knowing of Kenneth Warner's radio record and his work in the Army, Lt. Tuska, together with Hiram Percy Maxim, president of the League, invited Lt. Warner to Hartford in February, 1919 to discuss the ARRL's future.

One month later he was elected secretary at a Board meeting in New York. That was the famous meeting at which the staunch amateurs who comprised the board pitched money from their own pockets into a hat to provide funds for a miniature edition of *QST* to be sent to all former members calling them back into the fold.

It took a strong brand of faith to stake a career on a prospect as impossible as amateur radio seemed at the time. That K. B. Warner had that kind of faith explains much of the subsequent progress of the League, in the face of heavy opposition.

A few days after the 8-page leaflet had sounded the call to return, the boys began responding as if they had been drafted. Memberships rolled in, and within a year the total exceeded pre-war levels. In November, 1919 after a severe legislative battle, amateur radio was restored to the air.

In 1925 he went to Paris with Hiram Percy Maxim to participate in the formation of the International Amateur Radio Union, a federation of national amateur societies of which Maxim and he were elected president and secretary respectively.

Ham's Spokesman

For 20 years he has been the amateurs' spokesman in Federal regulatory matters, first before the Dept. of Commerce, next the old Federal Radio Commission and now the FCC. As technical advisor to U. S. delegations and as representative of organized amateur radio he has attended many international conferences. Among them are the International Radio-telegraph Conference at Washington in 1927, the International Telecommunications Conferences at Madrid in 1932, and in Cairo in 1938, the CCIR meeting at the Hague in 1929, Copenhagen in 1931 and Lisbon in 1934, as well as the Inter-American conference at Habana in 1937.

Through his balanced judgment and clear vision, the ARRL has grown from World War I lapse of operations to its present state as the foremost hobby organization in the world. In World War II, that same ideal of patriotic service has motivated its conversion from the status of a service organization to that of a contributing war agency performing vital functions of recruiting and training.

Kenneth Warner's personal background is as colorful as his career. He was born at Cairo, Ill., Oct. 3, 1894. His father operated a supply store for Mississippi River stern-wheelers, and the boy grew up in the river-front Mark Twain atmosphere, to which he still refers nostalgically. After business school he worked as accountant for a cooperage concern, and later as a railroad freight-routing agent. Then radio caught his imagination.

Many Honors

On April 29, 1920, he married Anita Zimmer of Rochester, N. Y. They have two children, Bettyjean, a senior at Smith College, and Richard, now in his last year at Loomis Prep School, Windsor, Conn. and headed toward a V-7 course.

Mr. Warner is a fellow of the Institute of Radio Engineers, an honorary member of the Asociacion EAR, Nederlandsche Vereeniging voor Internationaal Radioamateurisme, Reseau Belge, Radio Club de Cuba, Rede dos Emissores Portugueses, Union de Radioemissores Espanoles. He has membership in the Hartford Golf Club and the National Press Club in Washington.

Congratulations, Ken Warner, and 73!

Personal NOTES

CHESTER J. LA ROCHE, chairman of the executive committee and board member of the Blue Network and also chairman of the War Advertising Council, will return to New York early in May, according to information received from Phoenix, where he has spent the last two months recuperating from last winter's illness.

GEORGE C. BIGGAR, in charge of employe relations of WLW-WSAI-WLWO Cincinnati, on May 1 observes his 20th anniversary in radio. He began May 1, 1924 with WLS Chicago.

ROBERT D. ENOCH, general manager of KTOK Oklahoma City, will remain in that capacity under the new ownership of the station, O. L. (Ted) Taylor, announced last week. The FCC approved Mr. Taylor's purchase of KTOK for $150,000 a fortnight ago [BROADCASTING, April 24].

N. P. COLWELL of the Chicago sales staff of Joseph Hershey McGillvra Inc. has been transferred to the New York office of the company and Robert S. Russell of the firm's New York office, transfers to Chicago.

JACK KELLY, a member of the sales staff of WCOL Columbus for several years, has been named manager by Kenneth B. Johnston, president and former station head. The station has been sold to the Pixley interests, subject to FCC approval [BROADCASTING, April 10].

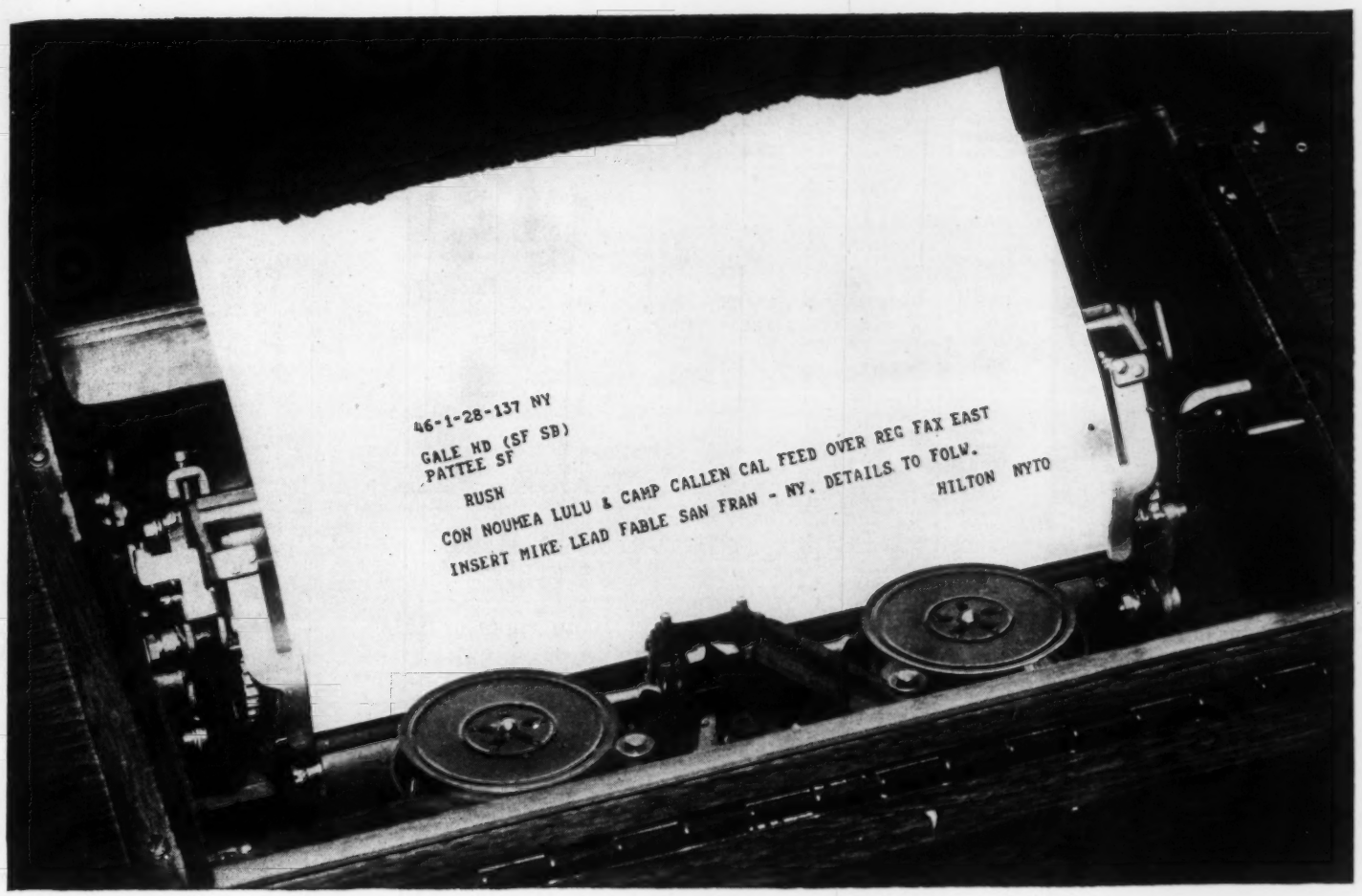
CAPTAIN ROY POWELL, former manager of WCOS Columbia, S. C., is now personal secretary to General Dwight D. Eisenhower.

JOHN A. DOBYNS, commercial manager of KGER Long Beach, Cal., on leave with the Army Signal Corps, has been promoted to a majority. He was commissioned as a captain two years ago, and his most recent assignment was Camp Kohler, Calif.

CHARLES A. SMITHGALL, managing director of WAGA Atlanta, has been elected a member of the board of directors of Fort Industries Co., operating stations in Ohio, West Virginia and Georgia. He joined WAGA in 1941 and became managing director in 1942.

EDWARD E. HALL, of the CBS station relations department, is the father of a girl.

CAROLYN MAUS, of NBC's spot sales department, has joined the WAVES.


46-1-28-137 NY
GALE HD (SF SB)
PATTEE SF
RUSH
CON NOUMEA LULU & CAMP CALLEN CAL FEED OVER REG FAX EAST
INSERT MIKE LEAD FABLE SAN FRAN - NY. DETAILS TO FOLW.
HILTON NYTO

Double talk? No—trouble talk!

Or rather the kind of talk that helps NBC *avoid* trouble.

Daily, hundreds of these telegraphic messages, abbreviated into lingo unfathomable to all but the initiated, are handled by the NBC department known as Traffic.

Traffic's teletypes clatter night and day in piling up a staggering total of messages . . . enough to meet the daily telegraphic requirements of a city as large as Schenectady, N. Y., or Trenton, N. J.

75,000 messages a month . . . ordering, improving, testing, renting, buying facilities . . . grinding out a daily mass of operations, business and program details.

Yes, every "fax" and "fable" is checked and double-checked before a program goes on NBC—whether it's a routine studio broadcast from NY, Chi, or San Fran or a pick-up from Algiers, Noumea or "lulu."

What's all this got to do with selling products and good will by radio? A lot.

Traffic's messages mold the network into a smoothness of presentation which would be impossible without all this advance planning and attention to detail.

★ ★ ★

It's the grand total of all these "little things" which has taught advertisers and listeners alike that they can rely on NBC . . . help give NBC its leadership and popularity . . . help make NBC "*the Network Most People Listen to Most.*"

TRAFFIC'S CODE: CON (correction) NOUMEA (Pacific pick-up point) LULU (Honolulu) CAMP CALLEN CAL (Camp Callen, Calif.) FEED (send) REG (regular) FAX (facilities) MIKE LEAD (one-way circuit) FABLE (high-grade leased wire).

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America

Alert to the wisdom of the old adage "Knowledge is Power," smart time buyers keep well informed on the ***best buys*** in radio for ***results.***

Here's ***why*** they ***always*** choose KOA:

* **Dealer Preference** (68.8%)

** **Listener Loyalty** (69%)

NBC Programs (9 out of top 10)

Coverage (Parts of 7 states)

Power (50,000 Watts)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

C. E. SIEGWARTH, formerly with Specialty Sales, subsidiary of WLW Cincinnati, has joined the sales staff of WJW Cleveland.

SANGSTON HETTLER Jr., formerly of Foote, Cone & Belding, Chicago, and Wrigley Co., has joined the Chicago office of Radio Sales, WBBM Chicago. He replaces Gordon Owen, now with the WBBM eastern sales staff in the New York office of Radio Sales.

REG BEATTIE, commercial manager of CHML Hamilton, on April 29 married May Royle of Kelowna, B. C.

PAUL BRINES, formerly Chicago manager for BROADCASTING, and currently public relations director for the George May Co., Chicago industrial engineers, is the father of a girl.

DR. GUILLERMO MARINO, head of Lima, Peru, law firm of Marino, Martinez & Pasara, and active in work of Ministry of Finance & Commerce, has joined Hollywood staff of radio division of CIAA, as Latin American advisor and script writer.

MILDRED COGLEY, on leave from Fort Industry Co. to act as secretary to J. Harold Ryan, former Assistant Director of Censorship and now president of the NAB, will return to WWVA Wheeling, W. Va., Fort Industry station, after a few weeks' vacation. She had been with WWVA for 11 years before joining the Office of Censorship.

ROY McLAUGHLIN, a member of the WENR Chicago and BLUE Network spot sales staff, has joined the sales department of the Blue Network central division.

DEE COE, resident manager of WIND Gary, Ind., is the father of a girl.

GILBERT McCLELLAND, sales promotion manager for Mutual in Chicago, is the father of a boy.

WALTER EMERSON, formerly an attorney with the New York office of Alien Property Custodian, has joined the central division of the Blue as legal counsel.

FRANK M. HEADLEY, president of Headley-Reed Co., New York, station representatives, the father of a girl.

JAMES M. GAINES, assistant director of NBC advertising and promotion department, on April 21 became the father of a girl.

LOUIS M. PARK, formerly with Stewart-Warner Co., Chicago, as supervisor of radio and home appliance sales statistics and orders, has been appointed an executive assistant on sales development by Admiral Corp., Chicago.

Campbell Promoted

PAT CAMPBELL, director of public and stations relations for Don Lee Broadcasting System, Hollywood, has assumed added duties as executive assistant to Willet H. Brown, vice-president and assistant general manager. Tony La Frano, war program director, has taken over full program director duties, replacing Sid Fuller, resigned. Mr. Fuller becomes full-time writer-newscaster of the thrice-daily quarter-hour *Broadway News*, effective May 15, sponsored by Broadway Department Store. Mr. La Frano has been with the network eight years.

Mr. Campbell

Officer in a Day

FROM buck private to Lieutenant (j.g.) in one day was the experience of John C. McCloy, former manager of WKAT Miami Beach. After two weeks of basic Army training at Keesler Field, Miss., his Army career was terminated when his application for a commission, made some time before his army induction was granted by the Navy. Lt. McCloy graduated from the U of Miami in 1930 and after four years in Pittsburgh, where he was affiliated with Westinghouse Electric Co., and KDKA, he spent five years in Rockford, Ill., as part owner and program manager of WROK. In 1939 he returned to Miami and for the last five years has been general manager of WKAT.

Lt. McCloy

Bannerman at AMA

GLENN BANNERMAN, president and general manager of the Canadian Assn. of Broadcasters, will be principal speaker at a luncheon meeting of the American Marketing Assn., at the Murray Hill Hotel, New York, May 11. He will give the first U. S. representation of the Canadian Bureau of Broadcast Measurement, cooperative industry movement to standardize and simplify station coverage claims. J. Harold Ryan, NAB president will introduce Mr. Bannerman. Meeting is one of a series of AMA radio-in-wartime luncheons under the chairmanship of George H. Allen, recently appointed general manager of the Cooperative Analysis of Broadcasting.

Clemmens A. Kracht

CLEMMENS A. KRACHT, of the New York sales staff of Howard H. Wilson Co., died suddenly of a heart attack April 20 at his home in Brooklyn. Before joining the Wilson organization about a year-and-a-half ago, Mr. Kracht had been with WINS and WMCA New York. Previously he had been national advertising manager of the *New York Times* and advertising director of the *Chattanooga Times*. He leaves a daughter, Emile, and a son, John.

Quaker Oats on Blue

QUAKER OATS Co., Chicago (Aunt Jamima flours), on June 19 will begin sponsorship of a musical program on the Blue Network, Monday through Friday, 10:40-10:45 a.m., with a repeat for mountain and West Coast stations from 1:55-2 p.m. Contract is for 52 weeks. Agency is Sherman K. Ellis Adv., Chicago.

Political Time Views

CANADIANS in a recent Gallup Poll were 71% in favor of putting a limit to the amount of time political parties can buy on radio stations at elections. Only 22% wanted no limit. In Quebec the majority in favor of a limit was lower than all Canada, with slightly over 50% in favor of a limit.

BEHIND the MIKE

ED WALLACE has returned from the South Pacific area where he served as NBC correspondent with headquarters in Australia, and has joined NBC's Cleveland affiliate WTAM as news commentator.

LARRY NIXON, at one time associated with WMCA and WNEW New York and more recently in industrial public relations, has joined *The Billboard*, amusement trade paper, as assistant to the publisher.

GEORGE LEWIS, former news editor in Mutual's press department, has been assigned to the network's exploitation department. Jean Baer, general writer in the press department, has been made news editor.

CLARE DAVISON, formerly in the CBS press department, has joined WNEW New York as assistant to Joe Ransom, publicity director.

VINCENT DEMPSEY, free-lance script writer for the past six months, formerly writer on Vicks Vapo-Rub's *News for Women*, on CBS and General Electric Co.'s CBS broadcasts with Frazier Hunt, has joined the Blue network script-writers staff, replacing Len Finger, who has resigned to do free-lance radio writing.

BERT LOWE, former announcer of WKNY Kingston, N. Y., has joined the announcing staff of WBYN Brooklyn, N. Y.

PEDE WOODS, announcer of KQW San Francisco, has been inducted into the Army.

GORDON WILLS, announcer of KQW San Francisco, married Vera Dutton, San Francisco, on April 23.

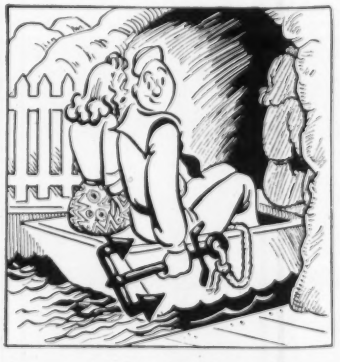
ELMER H. DRESSMAN, former city editor of the Cincinnati Post and for the last 12 years with WCKY Cincinnati in continuity and public relations, leaves the station May 15 to return to newspaper work in Miami. He has not announced his new connection.

JIM GREBE is now sports announcer with WCOS Columbia, S. C.

ROY DARBY, announcer at WCOS Columbia, S. C., married Lalla Sullivan April 22.

LARRY BERNS, CBS producer, and his wife, freelance radio actress known as Sandra Gould, are the parents of a boy.

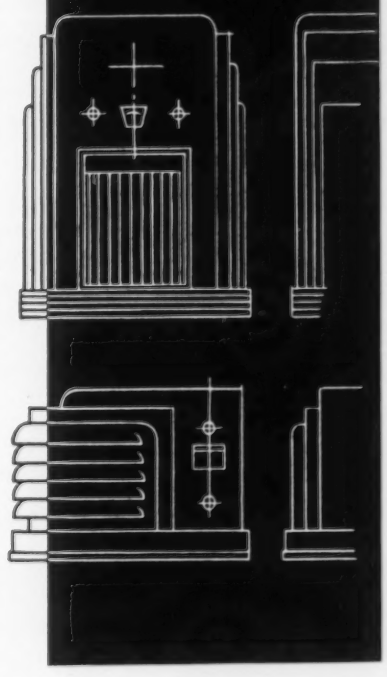
KAY WREN, former freelance script-writer, has joined the continuity staff of WSRR Stamford, Conn.



"It was over WFDF Flint that I first heard 'Anchors Aweigh'."

for finer radios tomorrow

New management, new methods, new and enlarged production facilities—designed for volume manufacture of quality electronic equipment—that's DETROLA today. All this new plant and personnel are now producing electronic devices for VICTORY. That comes first. When Peace is won, the skills we have acquired in making quality war equipment will be turned to the production of the finest radios and other items for civilian use. ***Help make the finer post-war world an early reality by buying War Bonds and MORE War Bonds.***



DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN dr **PRESIDENT**

HAROLD LAMPEL, Blue Hollywood news editor and news writer, has resigned to become district radio director of Los Angeles OPA.

ROBERT E. J. SNYDER, former announcer of WDWS Champaign, and WILL University of Illinois, married Esther Lorenc, Grand Rapids, Ia., immediately following his graduation as a 2nd Lt. Signal Corps, Fort Monmouth, N. J.

BILLY WARDLE, producer of KNX Hollywood, has been inducted into the Army.

DOROTHEA COOKE, of OWI Hollywood overseas radio operations, has been named assistant to Cornwell D. Jackson, Hollywood deputy director of the Domestic Radio Bureau.

HELEN STRYKER KIMBALL, has returned to KIRO Seattle and assumed writing and production duties. Robert Berry has been added to the announcing staff.

LT. (j.g.) WARD QUAAL, on leave from the announcing staff of WGN Chicago, has married Dorothy Graham, former Pennsylvania Central Airlines hostess.

BILL FOLGER is now with the news division of WRC Washington. He formerly was with WEBR Buffalo, N.Y.

ANN GINN, women's program director for WTCN Minneapolis, has been elected radio representative to the annual Minneapolis Newspaper Guild convention August 7-10.

LLOYD (Chuck) THOMPSON, former WIBG Philadelphia announcer, has been promoted to corporal at Camp Blanding, Fla. Roy Neal, WIBG chief announcer, reports for his pre-induction physical on May 9.

BILL DESPARD, staff announcer and newscaster of WHEC Rochester, is convalescing at Strong Memorial hospital from an operation.

Blue Adds News

EXPANDING its news schedule as the invasion looms ahead, Blue network starting May 13 will insert two minutes of headline news every hour on the hour from 2 p.m. to 5 p.m. every Saturday.

FRANK HART is the new WTMJ-WMFM Milwaukee continuity chief, succeeding Charles Collins, resigned. He was formerly continuity editor of WTAQ Green Bay, Wis.

W. W. CHAPLIN, NBC commentator, has arrived in London to join the network's invasion coverage staff.

BILL GORDON, formerly announcer of Don Lee Broadcasting System, Hollywood, has been commissioned a second lieutenant in the Army.

JACK JORDAN, former news editor of KOMO-KJR Seattle, has joined KMPC Hollywood as announcer.

TRUDY ERWIN, vocalist on NBC *Kraft Music Hall*, and Murdo MacKenzie, formerly NBC Hollywood engineer and now a civilian flight instructor, are parents of a girl.

JANICE O'CONNELL, formerly traffic assistant in the editing division of CBS' department of editing and copyright, has been named supervisor of the CBS new program ideas and literary copyright division of the department. She replaces Dorothy Kammerer, resigned.

JAY ARLEN, formerly of WPRP Ponce, Puerto Rico, has joined the staff of WLW-WSAI Cincinnati as announcer.

GARNETT MARKS, honorably discharged from the Army, has joined KNX Hollywood announcing staff. Roy Rowan, formerly of WGN Chicago, has also joined the KNX staff.

HERB ALLEN, announcer of KFI-KECA Los Angeles, has been inducted into the Army.

NORMAN YOUNG has joined the announcing staff of WWNC Asheville, N. C. He formerly was with WAYS Charlotte.

SHIRLEY NEWMAN has replaced Brenda Ross in the continuity department of WORL Boston.

BILL HAMILTON, program director of WHIO Dayton, will join the Navy as an ensign, reporting to New York June 28. He joined WHIO in 1940 as announcer and was promoted to program director in 1943.

BRUCE CALHOUN is now chief announcer at KIRO Seattle. Tommy Wheeler has been added to the announcing staff to handle sports. Mr. Wheeler was formerly manager of WJMC Rice Lake, Wis.

BILL MOYER, former technician with NBC Los Angeles, has joined the announcing staff of KIRO Seattle. Bob Lubeck, new to radio, is also a new member of the KIRO announcing staff.

JOHN MARTIN, formerly with WLOL Minneapolis and KYSM Mankato, Minn., has joined the announcing staff of WOWO-WGL Fort Wayne, Ind.

BILL MARTELL, announcer of KFRC San Francisco, and Jack McMichael of the station's sales staff, have joined the U. S. Coast Guard Volunteer Port Security Force.

ROY PORTER, NBC correspondent, revealed his arrival in Chungking, China, during a recent broadcast of *News of the World* on NBC.

ALINE WILLIS has been appointed to the staff of the domestic radio bureau of OWI New York, to assist Harry Levin, OWI station relations chief in the domestic radio bureau serving northern New York and New Jersey. Before coming to New York, she was serving in a similar capacity in the OWI's Atlanta, Ga., branch, and was previously traffic manager of WMOB Mobile, Ala.

WORTH WHITE, announcer of WPTF Raleigh, N.C., has passed his physical examination for Navy duty. Francis Elliott, formerly with WGRC Louisville, and Mark Osborne, new to radio, are new additions to the WPTF announcing staff.

ROBERT J. MEYER, former promotion manager of WISN Milwaukee, has been commissioned a Lieutenant (j.g.) in the Navy and reports to Princeton U. for training. Prior to joining WISN he served with the OWI.

ELEANORE TERRY, women's commentator of WKZO Kalamazoo, Mich., has returned to work after a week in the hospital.

DR. WILLIS DUNBAR, professor of history, Kalamazoo College, has joined WKZO Kalamazoo, Mich., as news editor.

JAMES KIRKPATRICK, discharged from the British Army after years of service, has joined the announcing staff of CKWS Kingston, Ont.

BRUCE McFARLANE and Al Duncan, discharged from the Royal Canadian Air Force, have joined the announcing staff of CKGB Timmins, Ont.

WILF DUPONT, formerly of CKGB Timmins and CKRN Rouyn, Que., is now training for pilot in the Royal Canadian Air Force. He is stationed at Edmonton.

DOROTHY TUTHILL, formerly in continuity department of KOY Phoenix, has rejoined that station on a part-time basis.

ALBERT CALL, formerly of *Los Angeles Daily News*, has joined KNX Hollywood news bureau as writer.

CHARLES GOLLING, of the continuity staff of WTMJ Milwaukee, has joined the continuity staff of the NBC central division.

PENNY'S PROGRESS

'Consequences' Copper Turns Up In Pacific

REUNION with a penny and a brother in the South Pacific made a happy day for two Mullanes, both in the Marine Corps. Pfc. Harold W. Mullane, (right) has the first penny of the avalanche that descended on his mother, Mrs.

Official U. S. Marine Corp Photo

Vivian Mullane when she answered a *Truth or Consequences* question incorrectly. The "consequences" were 300,000 pennies sent her to buy War Bonds for her Marine son. [BROADCASTING, Feb. 1, 1943].

Harold met his brother, Platoon Sgt. Joseph F. Mullane by accident "somewhere in the South Pacific" after 13 months of separation. The family held a reunion after the penny windfall following the Jan. 23, 1943 broadcast, effected because of the nationwide publicity given the *Truth or Consequences* stunt.

JOHN MacLEAN, formerly of WGKV-WCHS Charleston, W. Va., has joined the announcing staff of WHEC-WHEF Rochester, N. Y.

KEN FRENCH, chief announcer of WHEC-WHEF New York, has joined NBC Washington as producer.

GENE O'BRIEN has been made director of radio activities for Universal Pictures Co., succeeding Robert Hussey who joined the Hollywood talent buying staff of Young & Rubicam.

LYLE BOND, formerly of WCAR Pontiac, Mich., has joined the announcing staff of KFI-KECA Los Angeles, replacing Frank Hemingway.

DICK CRANE, announcer of KFI-KECA Los Angeles, is the father of a girl.

Day and Night

this market listens to WKBH

Here's some of the most intensive, round-the-clock listening in America. Scores of case histories prove it does a wonderful selling job. Let us show them to you.

	WKBH	Sta.A	Sta.B	Sta.C	Sta.D	Sta.E
8:00 AM-12:00 N Mon. thru Fri.	82.4	11.2	0.9	0.4	0.6	1.3
12:00 N-6:00 PM Mon. thru Fri.	77.0	8.6	3.6	2.4	2.2	1.2
6:00 PM-10:00 PM Sun. thru Sat.	75.4	12.6	2.2	1.6	1.4	0.8

C. E. Hooper—Midwinter, 1944

WKBH is the preferred station for the 149,660 radio homes in this area. It sell and Sells and SELLS!

WKBH

La Crosse, Wisc.

REPRESENTED BY

HOWARD H. WILSON CO.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

WNEW GETS SET FOR THE INVASION!

1130 on your dial!

Around the clock when the great attack comes, you'll get all the official news—by tuning in WNEW, 1130 on your dial, America's greatest independent station. This tells what we've arranged for you.

Invasion is coming!

Exact day and minute are known to only a chosen few. But for every WNEW listener the word "Attack" will throw into operation a remarkable plan of invasion news coverage.

Through WNEW you, the listener, will move in with the first invasion wave . . . set foot on enemy soil . . . hear *every bit of news as fast as it's released.*

Regular five-minute reports from the great newsroom of the Daily News every hour on the half-hour . . . special around-the-clock editions every quarter-hour . . . short-wave transmissions in cooperation with the British Broadcasting Corporation—*all are ready.* Every program stands by for all bulletins as they come in.

This WNEW invasion coverage plan was evolved through countless days of planning and research, trial and retrial.

It's all set, *now.* And it's *good!*

Such service as this—bringing you ALL the news ALL the time, 24 hours a day—is one of *many* reasons why more people listen to WNEW than to any other non-network station in the country.

WNEW

1130 on your dial!

501 Madison Avenue, New York 22, New York

1130 KILOCYCLES—10,000 WATTS—24 HOURS A DAY—NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Bee Brand Insecticide Campaign Starts May 1

McCORMICK SALES Co., Baltimore, will follow up last year's spot campaign for Bee Brand Insecticide on 10 stations, with a spring and summer drive on an expanded list of 30 stations May 1. Promotion will run through Sept. 29 in 10 Southern and midwestern states included in the Bee Brand distribution area. Schedule calls for one-minute transcriptions, aired twice daily, Monday through Friday, in the daytime periods.

Included in the station schedule are 14 Texas stations and 16 in Alabama, Arkansas, Florida, Georgia, Louisiana, North and South Carolina, Oklahoma and Tennessee. Radio appropriation amounts to $55,000. Newspapers will also be used. McCormick promotes its synthetic vanilla extract on KXYZ Houston, and on WMPS Memphis with five-times weekly spots, and mustard on WCAO Baltimore. Agency is Jones & Brakeley, New York.

FEMININE TOUCH is added to the engineering department of the NBC Central Division, with the appointment to the studio and recording staff of Mary Ellen Trottner, shown with Ralph S. Davis, recording supervisor, NBC Chicago. Miss Trottner, a graduate of the University of Minnesota, holds a first class radio-telephone license.

FCC Analysis of Sharp Decrease in Locals Indicates 'Red Ink' Stations

VIRTUAL elimination of radio's erstwhile "ill-fed, ill-clothed" one-third—stations which consistently were in red ink—is indicated by the FCC's analysis of 1943 financial statements of broadcast stations.

Whereas there were in the neighborhood of 200 stations which year after year showed operating losses, in 1943 there were only eight stations in the 100 w category and 56 in the 250-500 w group which showed decreases in revenue. The study, covering all stations by power categories, was completed with the release last week of 100 w station statistics. It has been under the direction of William J. Norfleet, chief accountant, and prepared by Harry Tennyson, acting head of the broadcast division of the Accounting Department.

Reports from 29 of the 39 stations which operated in 1943 with 100 w power indicated average *net time sales* of approximately $30,000. The aggregate was $861,000 for the stations, as against $708,000 for the same stations in 1942, an increase of 21.5%.

Net time sales are described by the Commission as station receipts minus regular advertising agency, station representatives and other commissions.

The FCC breakdown on stations in the 250-500 w category [BROADCASTING, April 24] showed that 358 of the 435 stations had *net time sales* of $22,230,000, an increase of 24% over the preceding year. Of the 358 stations, 56 showed decreases in *net time sales*.

A summary of the FCC analysis covering 100 w stations follows:

During the year 1943 there were 39 standard broadcast stations operating with 100 watt power compared with 152 stations operating with this power and 3 stations operating with 50 watt power during the year 1938. Five of the 39 are non-commercial stations.

This is a decrease of 76% in the number of stations operating with this power at the end of 1943 compared with the number operating with power of 50 to 100 watts at the close of 1938.

Thirty-four of the 39 stations were licensed prior to 1938, 5 of which are non-commercial.

Twenty-nine of these stations have filed revenue reports for the year ended December 31, 1943, reported net time sales amounting to $861,000, and the same stations reported $708,000 for the year 1942, an increase of 21.5%.

Eight of the 29 commercial stations showed a decrease in net time sales and the remaining 21 showed increases ranging from $22 to $60,934, and may be grouped as follows: 8 reported decreases of $3 to $5,091; 5 reported increases of $22 to $1,000; 8 reported increases of $1,000 to $5,000; 5 reported increases of $5,000 to $10,000; 3 reported increases of $10,000 or more.

Twelve of the 34 commercial stations serve as outlets for the major networks as follows: Blue, 1 station; Columbia 2 stations; Mutual 7 stations; National 2 stations.

Symphony Renewed

GENERAL MOTORS CORP., Detroit, has signed a contract with NBC for a 52-week renewal of the *General Motors Symphony of the Air*, carrying the program through to August 1, 1945. Aside from a projected policy for more frequent use of soloists and guest conductors, the program will remain virtually the same, with Arturo Toscanini resuming the baton for a series of concerts during the winter months, according to a statement issued by General Motors. During the first year of the series under General Motors sponsorship, Mr. Toscanini has alternated as conductor with Leopold Stokowski in 12-week periods, with Dr. Frank Black handling the summer concerts. Agency is Arthur Kudner Inc., New York.

Kreisler Debut July 17

RADIO DEBUT of Fritz Kreisler will take place on the July 17 broadcast of Bell Telephone Co., NBC *Telephone Hour*. Violinist has signed an exclusive contract through N. W. Ayer & Son for a series of appearances on the program—marking his first venture on the air.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRIS	Corpus Christi, Texas
KRLD	Dallas, Texas
KXYZ	Houston, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE BROADCASTERS' CONTRIBUTION TO THE WAR EFFORT

More and better gardens

Out in Iowa, stations **KSO** and **KRNT**, Des Moines, have been leaders in the garden movement since before the term Victory Garden was coined. Their Farm Editors and Home Economists—working with the Des Moines Garden Club, Polk County Garden organization, Civilian Defense Garden Center—set up programs having as their objectives the raising of more and better food and the conservation of food for winter use.

Programs told listeners how to prepare the soil, how to select seed, how and when to plant, described mulching and cultivation, harvesting and processing. This year even more ambitious plans have been laid. Late in August there will be a Food for Freedom Fair with prizes for the best garden-truck displays.

•••—

We agree with WCOP

In the belief that it is important in these war days for every American to know what we are fighting for, station **WCOP**, Boston, inaugurated a series of programs entitled "Know Your Country." These broadcasts—developed in cooperation with local high school principals—give listeners interesting historical data in a quiz-form program with high school students pitted against each other.

•••—

Bonds sell fast over WITH

During the recent 4th War Loan Drive, station **WITH**, Baltimore, received telephoned orders for $310,800 in Bonds in 65 minutes. That was the night the Mayor and 19 City Councilmen put on the Bond Battle of Baltimore—a contest between districts to see which would buy the most War Bonds. A good plan—and good results!

•••—

To speed Victory, buy War Bonds regularly—all you can!

"NEBRASKA AT WAR" SERIES SHOWS FINE COOPERATION

The "Nebraska at War" programs, broadcast every Sunday by **KOIL**, Omaha, and carried by every radio station in the state, have been commended by the OWI as being most helpful in furthering the war effort.

Program subjects have varied widely—each branch of the service, each governmental agency has been allocated time, and the timeliness of each presentation has been worked out effectively.

A committee under the direction of Mr. Hugh Feltis, as Nebraska Radio Coordinator, allocates time, selects subjects and prepares scripts. This committee is composed of representatives of the Army, the Navy, the Marine Corps, the Women's Army Corps, the Spars, the U.S.O., the War Finance Committee, the American Red Cross, Office of Price Administration, and War Manpower Commission.

Scripts are prepared under the direction of Mr. Ken Stewart of **KOIL**, programs are produced by Mr. Harold Hughes of **KOIL**.

Visiting combat personnel, dignitaries and timely happenings have been used consistently—dramatizations, talks and special events have been worked in—with military bands, orchestras and soloists providing mood and effect music.

All in all, the "Nebraska at War" series is a fine example of American Democracy cooperating for the benefit of the armed forces, the governmental agencies and the people of the nation.

Good work, WNBH

For over a year, station **WNBH**, New Bedford, Mass., has conducted a weekly "Letters to Fighters" program, during which letters from fighters are read over the air. New Bedford listeners send in the names of relatives in the services—and **WNBH** then prepares for these servicemen and women a letter once each month containing local news. A New Bedford business concern furnishes the stamps and local schools do the addressing and mailing. The mailing list has grown to more than 2,000 names—and the response shows real appreciation!

•••—

Distributed by GraybaR

Now, as always, Graybar (Western Electric Distributor in the U.S.A.) stands ready to serve broadcasters.

KLX eliminates "hitch-hike" announcements

To get rid of so-called "hitch-hike" announcements—by which one commercial thumbs its way too close to another—**KLX**, Oakland, California, inaugurated a new policy. After the closing commercial on each hourly news period, the announcer says, "And now a salute to our servicemen," thus introducing such lively military favorites as "Anchors Aweigh," "The Caissons Go Rolling Along" or the "Marine Corps Hymn," Simple, effective, popular!

•••—

Who ? . . . WHO!

As an issuing agent for War Bonds, **WHO**, Des Moines, had sold $4,729,275 up to March 1st of this year. Approximately 20,000 individual orders were received from more than 2,000 cities and towns in 44 states and 4 territories including Alaska, District of Columbia, Hawaiian Islands, Puerto Rico. About 45% of these totals represent response from **WHO** listeners in Iowa, 55% from listeners outside the state.

Programs by and for the armed services

Since December 4, 1942, a regular feature over **WHYN**, Holyoke, Mass., has been the program devoted to the WAVES. These broadcasts acquaint the public with the women themselves and their course of instruction at Smith College. Each week recordings are made for the Navy's use in recruiting.

A 13 weeks' series of half hour variety shows from Fort Crook, Nebraska, was recently completed over **KBON**, Omaha. This station now carries a new Seventh Service Command series.

A short time ago **WSPR**, Springfield, Mass., concluded a rather unique series of broadcasts. It was an all-serviceman show by the college training detachment at Springfield College. The boys initiated the series with the desire to attempt to repay the people of Springfield for their kindness and hospitality.

Each Saturday afternoon, as thousands of leg-weary soldiers swarm into Nashville from nearby maneuver areas, station **WSM** sends a staff band to one of the many U.S.O. lounges. Junior Leaguers, sub-debs and business girls act as dancing partners.

Out in Saint Louis, talent from the armed services is producing four series of programs aired by **KSD**. "Accent on Wings" is a variety program by the Army Air Forces Training Command at Jefferson Barracks. A dance band program and an army newscast originate from Scott Field. And the Marine Corps puts on a program each Saturday.

•••—

In the fight at 75

This year Western Electric celebrates its 75th Anniversary. Through our long experience in the field of sound transmission—and our years of pioneering in radio—we've grown stronger, more and more fit to fight on the production front. Today Western Electric is the nation's largest producer of electronic and communications equipment for war.

"Plug Kendrick says:

We don't know the "Derby" winner (wish we did!)

BUT—

BLUE advertisers can pick a WINNer!

NOW

BASIC BLUE!

WINN

LOUISVILLE

with

WINN

Your

BLUE NETWORK STATION *in* **LOUISVILLE, KY.**

•

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

Radio Advertisers

QUAKER OATS Co., Chicago (cereal), on April 29 began sponsorship of its summer schedule of 11 programs to be heard once a week, Saturdays, on WLS Chicago. New contract for *Man on the Farm* program, Quaker's fall and winter program, will run from Sept. 16, 1944 to April 7, 1945 on WLS. Agency is Sherman & Marquette, Chicago.

HARRY T. KLEIN, executive vice-president and general counsel of the Texas Co., sponsor of Fred Allen on CBS and the opera broadcasts on the Blue, has been elected president of the company. He succeeds W. S. S. Rodgers, who becomes chairman of the board.

S. FRIEDER & SONS Co., Cincinnati, has signed a 26-week contract with WOR New York for a Sunday quarter-hour broadcast by Stan Lomax on the outstanding baseball results of the day. Series started April 30 in behalf of Garcia Grand and Habanello Cigars. Agency is Al Paul Lefton Co., Philadelphia.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

MISSISSIPPI CASH FARM INCOME UP 19.2%

Mississippi's cash farm income in 1943 was $354,226,000, or an increase of 19.2 per cent over 1942's ($297,069,000) total, U. S. Department of Agriculture figures reveal.

Livestock and livestock products netted Mississippi farmers $55,494,000 in 1943, as compared with $54,337,000 in 1942 and $36,205,000 in 1941.

Yes, Mississippi's cash market continues to grow. Business activity continues to increase. And WJDX, "The Voice of Mississippi," dominates this profitable, growing Mississippi market.

WJDX Dominates Mississippi's Able-to-Buy Market—WJDX Puts Your Message Across

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

INFORMAL CHAT followed contract signing of five-weekly quarter-hour philosophical commentary series featuring Mark Brenneman on KNX Hollywood. Turco Products, Los Angeles (cleanser), is sponsor of a 52-week contract which began March 27. Format-discussers are (l to r): Russell Lockman, station account executive; Mr. Brenneman; Harry W. Witt, assistant to Donald W. Thornburgh, CBS West Coast vice-president; Warren P. Fehlmann, president of Warren P. Fehlmann Adv., Los Angeles agency which handles the Turco account.

JOHN H. KRAFT, president of the Kraft Cheese Co., Chicago, and E. E. Stewart, president of the Hydrox Corp., Chicago, have been elected vice-presidents of National Dairy Products Corp.

LOWE BROS. Co., Toronto (paint), has started a weekly studio program *Nepto-lac Radio Theatre* on CHRC Quebec. Account was placed by MacLaren Adv. Co., Toronto.

WILSON FLY PAD Co., Hamilton, Ont. starts in mid-June one minute transcribed hillbilly musical spots nine times weekly on 25 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 21 starts one-minute transcribed spots thrice-weekly on a large number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

JUCE RICH Citrus Products Co., Baltimore (Juce Rich Orange Drink) has appointed Leon S. Golnick & Assoc., Baltimore, to handle its advertising. It is reported radio plans are considered.

TIVOLI BREWING Co., Detroit, on April 18 began of a thrice-weekly quarter-hour program featuring Blackstone, the magician, on WJR Detroit. Contract is for 26 weeks. Agencies: McCann-Erickson Adv., Detroit.

RAY WHOLIHAN, formerly advertising director of Armour & Co., and prior to that, with Blatz Brewing Co., and Kellogg Co., has been appointed advertising and sales promotion manager of Red Star Yeast & Products Co., Milwaukee.

N. SNELLENBURG & Co., Philadelphia (department store), on May 8 begins sponsorship on KYW Philadelphia of daily quarter-hour serial *Mary Foster, Editor's Daughter*. The 52 week contract was placed by Seberhagen Inc., Philadelphia.

J. R. WATKINS Co., Winona, Minn. (extracts and toilet preparations), has named Phil Gordon Agency, Chicago, to place its advertising. Radio is planned among other media.

CHEMICAL RESEARCH Foundation, Wilmington, Del. (Sterilin Medicated Antiseptic Cream), has placed its advertising account with Vernick Adv., Wilmington. Plans for radio are said to be included.

PERFEX Co., Omaha (Perfex Cleaner), has named Buchanan-Thomas Adv., Omaha, to handle its advertising account. Radio plans are said to be included.

SCIENCE SERVICE, Washington, has appointed Kaplan, Siesel & Bruck Adv., New York, to handle its advertising. Radio is being considered for a proposed child's game book on science fundamentals.

NEW YORK LIFE Insurance Co., New York, has named Compton Adv., New York, as its agency. Media plans are being formulated.

VERNE BURNETT has resigned as vice-president in charge of public and stockholder relations of General Foods Corp., New York, to open his own public relations service May 1, at 522 Fifth Ave., New York, with G-F as a client. Edwin B. Dooley, who has been Mr. Burnett's assistant, has been appointed director of public information.

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

WEED & CO., National Representatives

FIRST NATIONAL BANK, Kalamazoo, Mich., has begun sponsorship of a 13 week series of weekly quarter-hour programs on WKZO Kalamazoo, Mich., titled *What's It Like*, featuring dramatic reading of excerpts of letters from hometown boys now in service overseas.

SULFA PRODUCTS Co. Kansas City (PSO, Ridisal) has named Merritt Owens Adv. Kansas City, to place its advertising. Radio plans are said to be considered.

NATIONAL CANDY Co., St. Louis (Bob Cat candy bars) has appointed Oakleigh R. French & Assoc. as advertising agency. Radio plans are said to be considered.

GLOBE GRAIN & Milling Co., Los Angeles (Globe A-1 flour), in a home baking campaign on April 24 started using a heavy spot announcement schedule on 7 California stations. List includes KHJ KPAS KGO KSFO KGDM KARM KERN. Agency is McCann-Erickson, Los Angeles.

CAL-WESTERN MFG., Los Angeles (liquid cleanser, silver polish), new to radio, in a 13-week campaign on May 9 starts using weekly spot announcements on KECA. Other stations will be added. Pacific Adv. Service, Los Angeles, has the account.

O'CEDAR OF CANADA, Toronto (floor polish), has started daily transcribed singing spots on a number of western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

ADAM HATS (CANADA), Toronto, has started transcribed spot campaign in Montreal and Toronto. Account was placed by MacLaren Adv. Co., Toronto.

ROBERT A. JOHNSTON Co., Milwaukee (chocolates), has named Howard H. Monk & Assoc., Rockford, Ill., to handle advertising for its confectionery, chocolate and cocoa divisions.

BENEFICIAL STANDARD Life Insurance Co., Los Angeles, has appointed Smith & Bull Adv., Los Angeles, to handle its advertising. Spot radio will continue to be used along with other media.

FUNK BROS. SEED Co., Bloomington, Ill. on April 9 began sponsorship of *Peggy & Her Dad*, quarter-hour Sunday morning program, on WLS Chicago. Agency is E. H. Brown Adv., Chicago.

REGAL AMBER BREWING Co., San Francisco, on April 25 renewed for a third year its two KPO San Francisco shows *Light and Mellow*, half-hour weekly variety program, and *Eye-witness News*, 15-minute live news commentary, on a 52-week basis. Agency is M. E. Harlan, San Francisco.

Ralston Names Chase

H. M. CHASE has been promoted to advertising manager of the cereal department of Ralston Purina Co., St. Louis, effective May 1. Mr. Chase will take over the work of contacts with media men in addition to other duties involved in development of campaigns for the four national advertised cereals—Ralston Whole Wheat Cereal, Instant Ralston, Shredded Ralston and Ry-Krisp.

STORE EXECUTIVES ON FASHION SHOW

NEW ENGLAND store executives at a meeting Tuesday April 25, of the regional chapter of the National Retailers Dry Goods Assn. Store Managers' Group, in the Hartford Club room, participated in the regular, twice weekly fashion program, 12-12:15, over WTIC Hartford, sponsored by Sage-Allen & Co.

Jan Miner, m. c., tested retailers' knowledge of the California fashions worn by live models. The regular program handled from the station studios has no actual models. Music and sound effects help create the effect of realism.

Menus and recipes are given on the program in the form of a "cooking lesson" being given in Jan Miner's home by a local expert and latest OPA dramatization has Miss Miner "visiting" a grocery store with an OPA executive. New books on sale at Sage-Allen are dramatized as well. No straight commercial announcements are made on the program and no straight interviews, with everything from War Bonds and blood donor appeals to selling fashions and cosmetics treated as a sketch. Increasing number of the store's sales have been traced directly to the program.

Format was conceived by Marion Down, sales promotion manager of Sage-Allen and Charles Brunelle, who operates a Hartford advertising agency.

Welch on Full Blue

WELCH GRAPE JUICE Co., Westfield, N.Y., on June 5 will begin sponsorship of a news program, *Time Views the News*, Mondays, Wednesdays and Fridays, on the full Blue Network, 4:30-4:45 p.m. Contract is for 52 weeks. Agency is H. W. Kastor & Sons, Chicago.

South American Market Prepared by GE Discs

INTERNATIONAL General Electric Co., New York, is releasing to its branch companies and distributors in Latin America a series of transcribed announcements designed to lay the groundwork for post-war selling of GE radios. Produced by Columbia Recording Corp., New York, the first 18 of a series of 120 one-minute discs were shipped to 34 local dealers last week. Spots will be aired first by about 15 dealers in Mexico and by several each in Colombia, Cuba, Argentina, Brazil, Puerto Rico, Uruguay, Chile, Peru and Guatemala, with additional dealers in these and other countries expected to follow.

IGE has set out to "humanize electronics," with down-to-earth demonstrations of its application. Williams & Saylor, New York, is the agency, and William Y. Stocking account executive.

FARM INCOME IS INCREASED BY CHEMURGY

Soybeans are rapidly becoming a major Iowa crop because of their great demand in the manufacture of explosives, paints, varnishes, and scores of other things.

Harvesting Iowa soybeans

And corn, Iowa's leading crop, is being used in the manufacture of ethyl and butyl alcohol, lactic acid, smokeless powder, plastics, etc.

That these phases of chemurgy will not stop with the armistice or be concentrated solely in the field of plastics was recently indicated by Dr. E. Berl before the American Chemical Society. Within a few hours chemurgy can do to agricultural products what it took nature millions of years to do. And we will have coal, oil, gasoline, and all the by-products.

The No. 1 Farm Market's income is breaking all records now, and will be constantly increasing in the years ahead. But availabilities on KMA, the No. 1 Farm Station, are limited *now*. We advise you to check *today* with Free & Peters—or us—about your KMA schedule.

KMA

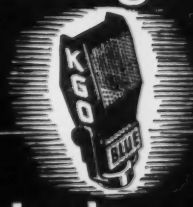
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

The San Francisco Radio Picture *Has* changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

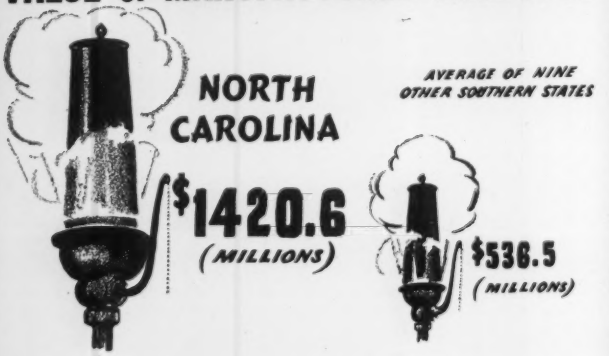
IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS



Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

Agencies

JOHN R. ALLEN, assistant radio director of Marschalk & Pratt, New York, has been appointed acting radio director, replacing Carlo DeAngelo, who resigned to freelance. Mr. Allen will head M&P's radio activities until the return of Kirk Petersen, radio director, who is on leave in the armed forces.

EUGENE P. THOMAS, formerly with the National Assn. of Manufacturers, has joined the creative staff of Fuller & Smith & Ross, New York.

EDWARD LANE, formerly in the copy department of Franklin Bruck Adv., New York, has joined the copy staff of Kenyon & Eckhardt, New York.

JOHN G. CURRAN, formerly with the industrial services division of the War Department, has joined the radio department of Branham Co., station representatives.

FRANKLIN OWENS, most recently radio timebuyer of Benton & Bowles, New York, has joined the radio staff of N. W. Ayer & Son, New York, as a timebuyer.

TODD FRANKLIN, formerly with Kenyon Research Foundation, New York, a subsidiary of Kenyon & Eckhardt, has joined the Chicago office of H. W. Kastor & Sons as research director.

WILLIAM E. FORBES, formerly executive assistant to CBS president William S. Paley, on May 15 joins Young & Rubicam, New York as radio supervisor in charge of television activities, working with Harry Ackerman, Y&R television chief.

WALTER J. WEIR, vice-president in charge of creative work of Kenyon & Eckhardt, New York, who was scheduled to join the Overseas Branch of OWI, will remain with the agency, on doctors' advice.

WALTER CRAIG, New York vice-president in charge of radio for Benton & Bowles, is in Hollywood for four weeks auditioning summer programs.

FREDERICK J. WACHTER, retired as 2nd lieutenant with the U. S. Army Tank Destroyers Corps, has joined the copy staff of Erwin, Wasey & Co., Chicago.

HARRY SILKE Jr., has joined Helen Edwards & Staff, Los Angeles agency and radio personnel consultants, as public relations director.

DONALD E. McGUINESS, manager of the Chicago office of Campbell-Sanford Adv. Co., is leaving for radio instruction in the Navy. William Smith, formerly member of Cudahy Packing Co., Chicago, advertising staff, will be in charge.

BEN GREEN, radio director of the H. W. Kastor & Sons, Chicago, reported for boot training with the USMC, April 21. He will be succeeded by Jim Wright, account executive at the same agency.

GEORGE W. WHARTON, formerly with the American National Red Cross as chief of the advertising staff, has joined Pedlar, Ryan & Lusk, New York, as assistant account executive.

BRYAN WARMAN, formerly on the advertising staff of Sargent & Co., Des Moines, has been appointed account executive of J. M. Mathes Inc., New York.

FRANK McCULLOUGH, formerly of Ruthrauff & Ryan, New York, has joined J. Walter Thompson as account executive.

New Agency Formed

COLONIAL ADV., New York, will be dissolved May 1 and all accounts transferred to a new and expanded agency operating at the same address 28 W. 44th St., under the name William Von Zehle & Co. During his 13 years in radio, Mr. Von Zehle opened Colonial Adv. a year ago as partner and managing director. He had been sales manager of WINS New York. Among those in the new firm, operating with expanded personnel and office space are Kay Meyerson, space and timebuyer, formerly of Colonial; Mary Louise Knapp, copy department, formerly of J. Walter Thompson Co., Chicago, and Bob Hilton, account executive, formerly of Kiernan Adv., New York.

Ayer Names Sanford

HERBERT SANFORD has been named television director of N. W. Ayer & Son, it was announced last week. In his new work, Mr. Sanford, who spent a year specializing in radar as a lieutenant in the Navy in the Pacific, will have charge of experimental and commercial television projects which the agency has developed in the past three years.

Pringle Named Manager

WILLIAM J. PRINGLE, vice-president and director of Foote, Cone & Belding since the firm's inception, has been named manager of the Los Angeles office, according to Don Belding, chairman of the board of directors.

SYLVIA DIAMOND, formerly with George Evans, publicity firm, has joined David O. Alber Associates, New York, radio publicity agency.

PAUL D. KRANZBERG and Sam Krupnick, partners in the Padco Agency, St. Louis, have dissolved their partnership. Mr. Kranzberg has bought the Padco name and will continue to operate at the same location. Mr. Krupnick will remain in the advertising agency business under another firm name at a location to be announced later. For the present he will operate from Padco's headquarters.

HENRY M. HEMPSTEAD, account executive of Geyer, Cornell & Newell, New York, has been elected vice-president.

HERBERT W. LEINBACH, former account executive of Kelly, Mason Inc., New York, has joined Lewis & Gilman, Philadelphia, in the same capacity.

HARRY O. WHITESIDE, formerly research director of the St. Louis Chamber of Commerce, will join the research department of Gardner Adv., St. Louis, May 8.

AURORA BLANDO, former spacebuyer of Irwin Vladimir Co., has joined Morse International, New York, as manager of export media. The former manager, Victor Lenti, has moved to the export department of Vick Chemical Co., a Morse account.

JOHN E. McMILLIN has resigned as vice-president and director of copy of Compton Adv., New York.

MUZAK INC., New York, which furnishes music by special wire to restaurants and hotels in metropolitan New York, has arranged with WINS New York to pick up broadcasts of the New York Giants and Yankees baseball games.

OWI PACKET, WEEK MAY 22

Check the list below to find the war message announcements you will broadcast during the week beginning May 22. All stations announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	KW Ind.	Group OI Aff.	OI Ind.	NAT. SPOT PLAN Live	Trans.
War Bonds	X	X	X	X	X	--	--
WAC	X	--	--	--	--	X	--
Play Square with Gasoline	X	--	--	--	--	--	--
Car Sharing (Rubber & Gas)	--	--	X	--	X	--	--
SPARS	--	X	X	X	X	--	--
Fight Waste	--	--	--	--	--	--	X

See OWI Schedule of War Messages 109 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Campaigns to Recruit SPARS and WAC Listed on OWI Radio Bureau Packet

APPEALS to women to join the military services feature the OWI Domestic Radio Bureau allocations for the week beginning May 22, with messages scheduled for both WAC and SPARS recruiting. Three other subjects are continued from the previous week and a sixth returns to the packet after a month's absence.

Messages on SPARS, the Women's Reserve of the U. S. Coast Guard, are assigned to both the KW and OI groups of stations for transcribed announcements. Appeals for WAC recruiting are assigned to the Network and National Spot Allocation plans.

WAC Campaign

The campaign for enlistments in the WAC, the more urgent of the two, stresses the need for women to replace men both overseas and at home in 239 different Army jobs. The messages point out that commanders in the field are asking for more WACS and that the rate of recruitment must be substantially increased if quotas are to be met.

Appeals for SPARS urge women, aged 20 to 36 inclusive, married or single, with no children under 18, to call at their nearest Coast Guard recruiting station to inquire about service. Prospects for sponsor for spot announcements may be found among institutional advertisers and firms supplying uniforms and accessories.

Other subjects scheduled for station announcements are War Bonds, also on Network allocation, and Car Sharing. The latter stresses the importance of group riding to conserve gasoline and rubber. Supermarkets and other advertisers promoting group shopping are among likely sponsors for Car Sharing spots.

Fight Waste messages, scheduled on National Spot Allocation, emphaize continued need for conservation of paper and tires, among other critical resources. Play Square With Gasoline, assigned for network treatment, asks compliance with rationing to kill the black market.

CONVENTIONS AND GROUP MEETINGS

Assn. of National Advertisers (closed session)—May 1-3, Westchester Country Club, Rye, N. Y.
Assn. of Radio Farm Directors—May 6-8, Deshler-Wallick Hotel, Columbus, O.
Institute for Education By Radio—May 6-8, Deshler-Wallick Hotel, Columbus, O.
National Assn. of Broadcasters, Board Meeting—May 8-10, Hotel Statler, Washington, D. C.
Proprietary Assn. of America—May 15-17, Biltmore Hotel, New York.
Advertising Federation of America, War Advertising Conference—scheduled for June 4-7 in Chicago, postponed indefinitely due to travel conditions.
National Industrial Advertisers Assn., Eastern Regional Conference—June 5-6, Hotel Claridge, Atlantic City.
Radio Mfrs. Assn. war production conference—June 6-7, Stevens Hotel, Chicago.
Public Utilities Advertising Assn., AFA affiliate—June 6-8, Palmer House, Chicago.
Grocery Manufacturers of America—June 14-15, Waldorf-Astoria, New York.
National Assn. of Broadcasters, Annual Meeting—Aug. 29-31, Palmer House, Chicago.

Saudek to OWI

ROBERT SAUDEK, assistant sales manager of the Blue network has taken leave to assume a wartime post with the foreign staff of the OWI, assigned to the radio end of the OWI's psychological warfare activities.

Video Personnel Future

TELEVISION will offer 450,000 jobs in the post-war world, it was revealed by George Mattson, director of training at the Camden, N. J., plant of RCA Victor Division during his participation in a discussion last week on "Your Child and His Future in Industry." In the final session of a series of parent education lectures sponsored by the PTA of the Parkside School, Camden, N. J. Figures on television employment were cited by the training expert in enumerating jobs which would exist in the post-war world due to developments during war years.

Humphrey Cobb

HUMPHREY COBB, 44, author and movie script writer who had just joined the copy department of Kenyon & Eckhardt, New York, died Tuesday, April 25 at his home in Port Washington, N. Y., of a coronary thrombosis.

Ruth Crane

(Formerly "Mrs. Page" on WJR)
COMES TO
WASHINGTON

Ruth Crane, nationally famous for her "Mrs. Page" Home Economies Program on WJR, Detroit, comes to Washington to sell your product to the women of the booming Washington Area—today's WORLD CAPITAL! Ruth Crane's program has long been ranked by Listeners—by Agencies and Advertisers—as the Most Effective Women's Program in the country. She now brings to Washington her selling recipe of appeal and confidence, proved by 15 years of outstanding success over WJR. As WMAL's Director of Women's Activities, she will conduct

WMAL'S NEW SHOW
"The Modern Woman"

Now on the Air
MONDAY thru FRIDAY—11:30 A.M.-12 Noon

A program devoted to the many and varied interests of The Modern Woman.

Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields, etc. Rate includes time and talent.

$25 per broadcast, less frequency discounts

Out of the BLUE come some of the Best Shows in WASHINGTON

THE EVENING STAR STATION
630 K. C.
BASIC BLUE NETWORK
5,000 WATTS

WMAL

Owned and Operated by The Evening Star Broadcasting Company
724 14th Street, N. W. Washington 5, D. C.

Represented Nationally by BLUE SPOT SALES in New York, Chicago, Detroit, Hollywood and San Francisco

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Russell Miller Milling Co., Minneapolis (Occident Flour), 3 *t* weekly, 13 weeks, thru Campbell-Mithun, Minneapolis.
General Mills, Minneapolis (Wheaties), 6 *sp* weekly, 26 weeks, thru Knox Reeves Adv., Minneapolis.
Paxton & Gallagher, Omaha (Butter-nut Coffee), 3 *ne* weekly, 52 weeks, thru Buchanan-Thomas Adv. Co., Omaha.
Richard Hudnut Co., New York (Three Flowers), 5 *ta*, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Northwestern Yeast Co., Chicago (Maca Yeast), 5 *sa* weekly, 13 weeks, thru MacFarland, Aveyard & Co., Chicago.
Children's Bible Hour, Grand Rapids, Mich. (religious), *t* weekly, thru Assoc. Broadcasting Corp., Grand Rapids, Mich.
Loew's Inc., New York (M-G-M pictures), 3 *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Kellogg Co., Battle Creek, Mich. (Corn Flakes), 5 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

KRGV Weslaco, Texas

B. F. Goodrich Dealers, Lower Rio Grande Valley, Texas (tires and other merchandise), 3 *sa* weekly, 52 weeks, direct.
Galveston - Houston Breweries, Houston (Southern Select Beer), 6 *ne* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.
McCormick Sales Co., Baltimore (Bee Brand Insecticides), 10 *sa* weekly, thru Jones & Brakeley, N. Y.
Rath Packing Co., Waterloo, Ia. (Rath's Blackhawk Luncheon Meats), 18 *ta* weekly, thru Young & Rubicam, Chicago.
Stanco, New York (Flit Insecticide), 10 *ta* weekly, 21 weeks, thru McCann-Erickson, N. Y.

WENR Chicago

Schulze & Burch Biscuit Co., Chicago, 4 *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Esquire, Chicago (*Coronet*), 6 *sa* weekly, thru Schwimmer & Scott, Chicago.
Calavo Growers of California, Los Angeles (Calavo), 3 *sa* weekly, thru J. Walter Thompson Co., Hollywood.
Swift & Co., Chicago (ice cream), 4 *sa* weekly, thru Needham, Louis & Brorby, Chicago.

WGY Schenectady

Churngold Corp., Cincinnati (margarine), 3 *sa*, thru Midland Adv. Agency, Cincinnati.
Beaumont Co., St. Louis (Four-way Cold Tablets), 3 *ne* weekly, thru Donahue & Coe, N. Y.
The Hubinger Co., Keokuk, Ia. (Quick Elastic Starch), 13 *ta*, thru Ralph Moore Inc, St. Louis.
Resinol Chemical Co., Baltimore, 4 *sa* weekly, 26 weeks, thru Courtland D. Ferguson Inc. Baltimore.
J. H. Filbert Inc., Baltimore (margarine), 104 *sa*, thru Courtland D. Ferguson Inc., Baltimore.
Scholl Mfg. Co., Chicago (Zino pads), 100 *ta*, thru Donahue & Coe, N. Y.
Esquire, Chicago (*Coronet*), 21 *ta*, thru Schwimmer & Scott, Chicago.
Dr. Salsbury's Labs, St. Louis (poultry medicine), 2 *ta* weekly, 13 weeks, thru N. A. Winter Adv. Agency, Des Moines.
Grove Labs, St. Louis (vitamins & cold tablets), 3 *ne* weekly, 26 weeks, thru Donahue & Coe, N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy & gum), 3 *ne* weekly, 52 weeks, thru Platt & Forbes, N. Y.
Vick Chemical Co., New York (all products), 3 *t* weekly, 26 weeks, thru Morse International, N. Y.
Bulova Watch Co., New York (watches), *sa*, 52 weeks, thru Biow Co., N. Y.
Kasco Mills, Waverly, N. Y. (dog food), 3 *ta* weekly, direct.
Northrup, King & Co., Minneapolis (seeds), 6 *sa* weekly, thru Olmsted & Foley, Minneapolis.
Standard Brands, New York (Stan-B), 5 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Vitality Mills, Chicago (Vita-Fier), 6 *ta* weekly, thru Cole & Co., Memphis.

KHJ Hollywood

Metro-Goldwyn-Mayer Corp., New York films), 5 *sp* weekly, 52 weeks, thru Donahue & Coe, New York.
20th Century-Fox Film Corp., Los Angeles (films), 2 *ne* weekly, 13 weeks, thru Western Adv., Los Angeles.
Brooks Clothing Co., Los Angeles (chain clothier), 2 *sp* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Pillsbury Flour Mill Co., Minneapolis (Globe A-1 flour), 5 *sp* weekly, 52 weeks, thru McCann-Erickson, San Francisco.

KPAS Pasadena, Cal.

Globe Grain & Milling Co., Los Angeles (Globe A-1 flour), 15 *sa*, thru McCann-Erickson, Los Angeles.

KYW Philadelphia

Keystone Automobile Club Casualty Co., Philadelphia (casualty insurance), *sp* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Blauner's, Philadelphia (department store), 2 *sa* weekly, 13 weeks, thru Stewart-Hordan, Philadelphia.
Wilcox Gay Corp., Charlotte, Mich. (home recording devices), 3 *sa* weekly, 13 weeks, thru Blakslee Adv., Charlotte, Mich.
Morton Salt Co., New York (salt), 5 *sa* weekly, 4 weeks, thru Kenyon & Eckhardt, N. Y.
Dr. D. Jayne & Son, Inc., Philadelphia (cough remedy), 6 *sa* weekly, for 13 weeks, thru J. M. Korn, Philadelphia.
Good Luck Seed Co., Paradise, Pa. (seeds), 3 *sa* weekly, thru C. Kern, Philadelphia.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 3 *sa* weekly, 26 weeks, thru Charles W. Hoyt, N. Y.

KECA Los Angeles

Dad's Root Beer Co., Chicago (root beer), 21 *ta* weekly, 52 weeks, thru Malcolm-Howard Adv., Chicago.
American Express Co., New York (traveller's cheques), 5 *sp* weekly, 13 weeks, thru The Caples Co., N. Y.
Kenu Products, Los Angeles (cleanser), 2 *ne* weekly, 52 weeks, thru Little & Co., Los Angeles.
Federal Life & Casualty Co., Los Angeles (insurance), 5 *sp, t* weekly, 52 weeks, thru Allied Adv. Agencies, Los Angeles.
Cal-Western Manufacturing, Los Angeles (liquid cleaner), *sa* weekly, 13 weeks, thru Pacific Adv. Service, Los Angeles.
Federal Life & Casualty Co., Los Angeles (insurance), *sp* weekly, 52 weeks, thru Dean L. Simmons Adv., Los Angeles.

WOR New York

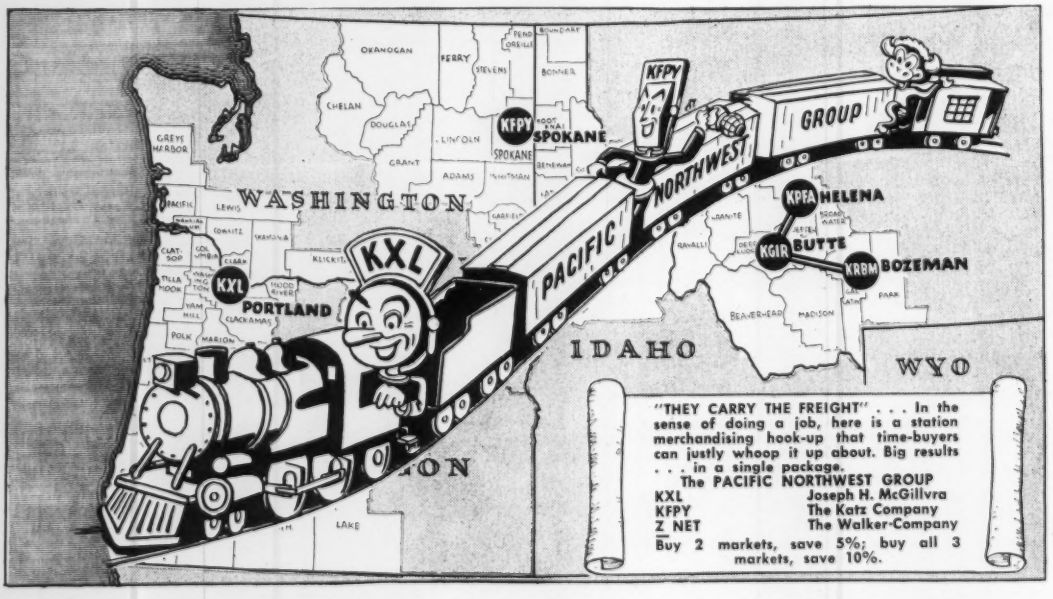
P. Duff & Sons, Pittsburgh (Waffle Mix), *sa*, 13 weeks, thru W. Earl Bothwell Adv., Pittsburgh.
R. C. Williams Co., New York (Scarlet Coffee), 5 *sp* weekly, 52 weeks, thru Alley & Richards Co., N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.
Indian River Canners, Indian River, Fla. (Ind-Rio Grapefruit Juice), *sa*, 13 weeks, thru Samuel C. Croot Inc., N. Y.

WIND Chicago

Balaban & Katz, Chicago (theater showings), *sa*, thru M. M. Fisher Assoc., Chicago.
Nu-Enamel, Chicago, daily *sa*, direct.

WLIB Brooklyn

Seeman Bros., New York (Pique), 7 *sp* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.


KFPY
SPOKANE
GROUP
NORTHWEST
PACIFIC
KXL
PORTLAND
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
WASHINGTON
IDAHO
WYO
"THEY CARRY THE FREIGHT" . . . In the sense of doing a job, here is a station merchandising hook-up that time-buyers can justly whoop it up about. Big results . . . in a single package.
The PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker-Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

ANA TO HEAR MEYER, FRANCIS, PHILLIPS

CLARENCE FRANCIS, chairman of the board of General Foods Corp., Alfred N. Steele, vice-president and radio director of D'Arcy Adv., and Leo Nejelski, public relations representative of American Home Products Corp., are among the additional speakers for the Monday session of Ass'n of National Advertisers three-day conference in Rye, New York May 1-3 [BROADCASTING, April 24].

Marvin Bower, the same day will discuss a study being prepared for the ANA by his firm, McKinsey & Co., management consultants, on the administration of advertising departments.

Government point of view will be presented by Charles F. Phillips, of the CPA at the Monday session on marketing and distribution. Advertising measurement will be discussed Tuesday afternoon by William G. Palmer, vice-president, J. Walter Thompson Co., New York, and chairman of the Advertising Research Foundation.

Among those to be heard Wednesday on advertising in the public service are Harold Thomas, acting chairman of the War Advertising Council; John Sterling, chairman, sponsorship committee, WAC, and Eugene Meyer, publisher of the *Washington Post*, and a member of the advisory committee for civilian policy of the WPB.

Retail Store Promotion Aided Thru 'Life' Quiz

RADIO promotion by leading U. S. department stores, tied in with a merchandising and advertising campaign is being prepared and distributed by *Life* magazine as a pictorial window display, "Know Your United Nations". Panels of the display, now touring major stores of the country illustrate the culture, industry and effects of war in China, Great Britain, Russia, other countries. A sample script and questions for a radio program is sent by *Life* to the stores.

Four sets are traveling now and will visit such stores as Stix Baer & Fuller, St. Louis; Sage-Allen, Hartford; Gimbel Bros., Milwaukee; Namm's Brooklyn and others. Last month the exhibit was featured on Ted Malone's Saturday quiz program on the Blue network.

New Secret "Voice"

AS A result of an investigation by the *New York World Telegram*, the *Voice of Experience* went on the air over WHN New York April 24 with a new "voice" whose identity remains a secret. The *World Telegram* published an interview with C. L. List, past conductor of the program, which led the paper to check into his claims as a bona fide psychologist. Mr. List's qualifications had been accepted and publicized in good faith by the station and by Sunway Vitamin Co., the sponsor, which supplied a new "voice", a thoroughly qualified psychologist, when Mr. List was exposed as a fraud. In keeping with the precedent established by the late Dr. Sayre Taylor, the identity of the new counselor will remain secret.

MULTIPLE-TESTED
X-Ray OK.
JUST ONE OF FEDERAL'S
MULTIPLE TUBE TESTS
X-Ray O.K.-your final assurance of a perfect tube from Federal.
Every Federal water cooled tube must pass this pre-shipment test.
It is only one of the "Multiple Tests" Federal makes to bring you the ultimate in vacuum tubes. Every known test of mechanical and electronic perfection is a Federal "must" . . . tubes are tested for high-voltage overload . . . shelf life is given to prevent shipment of tubes with glass strains or slow leaks . . . and a final, all-inclusive, operation test leaves nothing to conjecture.
Federal's "Multiple Testing" adds up to longer tube life . . . uniform electrical characteristics . . . and lower cost of operation. Radio men acknowledge that "Federal always has made BETTER Tubes."
Radio Ranges and Instrument Landing Systems manufactured by Federal mark the principal air routes of the nation and control the landing at many leading airports. Pioneers in the development of Aerial Navigation Equipment, Federal has made spectacular contributions to aviation progress.
Federal Telephone and Radio Corporation
Newark 1, N. J.
IT&T
ASSOCIATE

SALES FLY HIGH
WHEN YOU BUY
WBAL
BALTIMORE'S
Blue Network Outlet
John Elmer
President
Geo. H. Roeder
Gen. Manager
FREE & PETERS
Exclusive National Rep.

TRI-CITIES
ROCK ISLAND-MOLINE
ILLINOIS
DAVENPORT
IOWA
A Rich Juicy "Pie"
Tri-Cities is a full-sized, thriving market of more than 200,000 population. Rock Island and Moline, Illinois —Davenport, Iowa . . . plus 8 other contiguous urban communities . . . so tightly unified commercially and traditionally that for all practical purposes they form ONE BIG MARKET. Remember the Tri-Cities . . . 200,000 city people in one metropolitan area of less than 50 square miles!
√ Families in Tri-Cities spend 24% more for drugs than the average U. S. family (1940 Census)
√ RADIO is the only single voice that covers the whole Tri-Cities—and that means . . .
WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS
Howard H. Wilson Co., Nat. Representatives

Bernays Award of $1,000 to Be Given Person Aiding Democracy Most by Air

THE Edward L. Bernays Radio Award of $1,000 to be given the person making the greatest contribution during 1944 to democracy through the medium of radio, created by the New York public relations counsel, has been announced by Ohio State University's Institute for Education by Radio.

Although the award may not be presented to a corporation, station, or other multiple entity, it may be presented to an individual within any of these organizations who through the field of radio, has fostered the ideas "which further democratic understanding, democratic thinking, and democratic action by the people of the United States."

Leader's Comment

The suggestion for such an award was submitted to many national leaders and met with unanimous approval, according to Dr. I. Keith Tyler, director of the Institute for Education by Radio. Among those leaders commenting were: Vice-President Henry A. Wallace; Senator Robert F. Wagner, New York; Gov. John W. Bricker of Ohio; Wendell L. Willkie; Warren H. Atherton, national commander of the American Legion and Roger N. Baldwin, director, American Civil Liberties Union.

The 15th annual Institute for Education by Radio, to be held May 5-8 in Columbus under sponsorship of Ohio State U. [BROADCASTING, April 17] has chosen "Radio—Sword and Ploughshare", for its theme which will be the basis for discussions by broadcasters, educators and civic leaders on the problems of educational broadcasting.

The annual dinner May 7 will feature Elmer Davis, OWI director as speaker, with the Columbus Boys' Choir in a musical presentation.

The conference program is to be made up of general and special sessions, work-study groups and round tables emphasizing the role of radio in the war and in the peace.

"How Free Is Radio?" is the symposium for one of the general sessions over which H. V. Kaltenborn, NBC commentator, will preside with representatives of Canadian and U. S. chains, FCC and other agencies included. H. B. McCarty, U. of Wisconsin, will preside over a symposium on "Combat Reporting", and "Radio's Role in Understanding", Vice-president Harvey H. Davis of Ohio State presiding, will include discussions of labor, race, and international relations. Dr. Tyler will head a closing summary session on "Radio and Postwar Problems".

Two special sessions scheduled are, "Regional Station International Broadcasting", and "Morale on the Fighting Fronts", the former of which will include a broadcast originating in London by the BBC, relayed to WLW Cincinnati, and transmitted to the institute audience who will hear the entire procedure, including preliminary cueing on the transatlantic channels. Dramatization of a war incident involving four Army chaplains and a tribute to all chaplains by Brig. Gen. William Arnold, Chief of Chaplains, U. S. Army, originating in New York on the NBC *Catholic Hour*, will be heard by the Institute as the closing portion of the "Morale" program.

Democracy and Radio

May 4, the night before the Institute opens, America's *Town Meeting of the Air* will originate from Columbus, on "Does Youth Want Social Security from the Cradle to the Grave?" with George V. Denny Jr., as moderator. Mr. Denny will preside at a pre-conference meeting on "Developing Democracy through Radio Discussions", a cooperative venture of local stations and the schools.

Throughout the period of the Institute, small work-study groups and round-tables will be in session on such subjects for broadcasting as agricultural and homemaking, national organizations, children, religion, college courses, music, women, public health, local youth organizations, production techniques, college public relations, special events, radio, writing radio research, radio and reading, FM radio and education, junior town meeting, in-school broadcasting, Negro and radio in education, production techniques, special events, training radio journalists, radio and recruitment, radio councils, and recordings for education.

Christmas Study

IN A QUESTIONNAIRE mailed to 2,000 retail stores Meyer Both Reports, research division of Meyer Both Co., New York, is seeking information on the proportion of Christmas advertising budgets to be allocated to radio. Returns are expected to be tabulated by June or July.

LOOK ALIKES Martin D. Wickett (left), program director of WTOP Washington, and Cass Adams, sports writer for King Features, are often mistaken for each other. Cass Adams—no, that's Wickett—is growing a hirsute appendage to help his friends recognize him. They were at J. Walter Thompson's party honoring the Allan Jones-Frankie Carle show.

Huffman Again Named Head of Wisconsin Net

WILLIAM F. HUFFMAN, owner of WFHR Wisconsin Rapids was reelected president and treasurer of the Wisconsin network of eight stations at the annual network meeting April 18, in Wisconsin Rapids. Rev. James A. Wagner, Green Bay, connected with WTAQ WHBY Appleton, was reelected vice-president, and George T. Frechette, general manager of WFHR Wisconsin Rapids, was named secretary, succeeding Ben Hovel, manager of WSAU Wausau.

Improved program service by the network was discussed and a review of the network's activities for the past year revealed considerable increases in network business with many new accounts added. All stations of the Wisconsin group are affiliated with Mutual. They are: WRJN Racine; WCLO Janesville; WHBY Appleton; KFIZ Fond du Lac; WHBL Sheboygan; WIBU Poynette-Madison; WFHR Wisconsin Rapids; WSAU Wausau.

HORSE RACES at five leading New York racetracks are broadcast by turfcaster Bryan Field on MBS from April 8 through Nov. 4. This is the sixth consecutive year Mutual has covered the races.

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in
NEW ENGLAND
Thompson L. Guernsey, President

History of Communications Number Five of a Series

NIGHT COMMUNICATIONS ON THE HIGH SEAS

In those early days when our Navy was first organized night communication was made by lantern from the masthead. This was the only communication between ships at sea during through which many times news from home was transmitted.

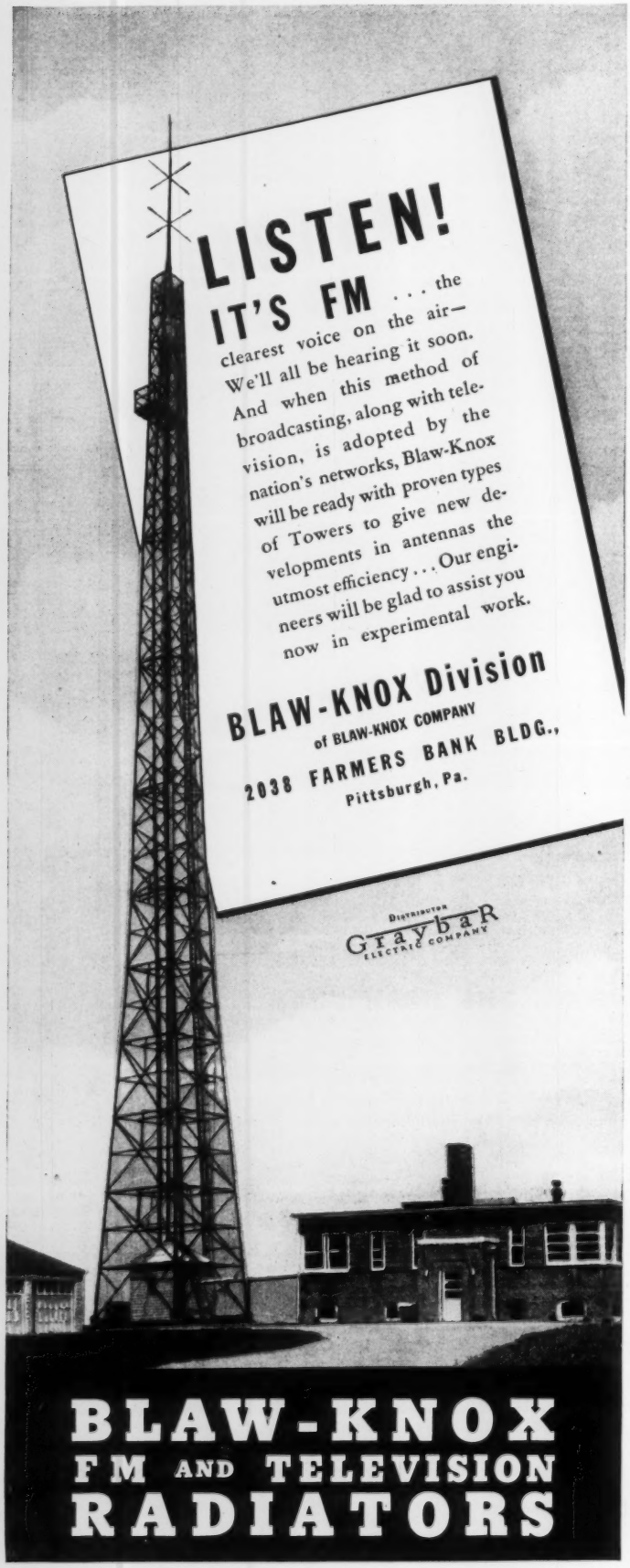
Today, through the use of Universal Microphones and voice communication components, vital communications of War are speedily transmitted equally as well from small sea-craft and battle cruiser to home port.

Many new types of Universal microphones shall be developed from the experience obtained from the production of military units, for the private citizens in the marine pleasure-craft in the days after Victory is ours.

< Model T-30-S, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA


LISTEN!
IT'S FM . . . the clearest voice on the air—
We'll all be hearing it soon.
And when this method of broadcasting, along with television, is adopted by the nation's networks, Blaw-Knox will be ready with proven types of Towers to give new developments in antennas the utmost efficiency . . . Our engineers will be glad to assist you now in experimental work.
BLAW-KNOX Division
of BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.,
Pittsburgh, Pa.
Distributor
Graybar
ELECTRIC COMPANY
BLAW-KNOX
FM AND TELEVISION
RADIATORS

in the CONTROL ROOM

GERALD D. COLEMAN, chief transmitter engineer of WISR Butler, Pa., has been granted a leave of absence to join the Overseas Branch of the OWI.

EUGENE DUPREE, member of the engineering staff of WIBG Philadelphia, is now in the Merchant Marine.

MELVIN HEADMAN is a new member of the engineering staff of WIBG Philadelphia. He formerly was a trumpet player with the Philadelphia Orchestra.

BOB FOSTER, engineer of WNAC Boston, is the father of a girl.

MARY ELLEN TROTTNER has joined NBC Chicago as a studio and recording engineer.

WILLIS JENKINS, transmitter engineer of WKZO Kalamazoo, Mich., is the father of a boy.

DON HAPNER, WHIO Dayton transmitter engineer, has been inducted into the Navy.

WILLIAM DOLL has joined the engineering staff of WSRR Stamford, Conn.

CAPT. PAUL J. MOORE, former radio engineer with NBC Chicago, now assistant officer in charge of the radio division in the enlisted men's school at Fort Monmouth, N. J., has been promoted to major.

CHARLES A. LUNDHOLM, formerly with E. J. Electric Co., Whitestone, N. Y., and with J. Livingston & Co., electric contractors, has joined CBS' technical operations as a maintenance technician.

WILLIAM CODDING, WLW-WSAI Cincinnati studio engineer, has been inducted into the Navy.

KENNETH WANNENWETSCH, former engineer of KIEV Glendale, has joined KRKD Los Angeles. Robert L. McKenny, new to radio, takes his place.

EDWIN F. CARR is now transmitter engineer of WIOD Miami, Fla., replacing David S. Trear who resigned to enlist in the Merchant Marine.

WJZ Names Murray

JAMES F. MURRAY, a member of the sales staff of KDKA Pittsburgh, has been appointed sales promotion manager of WJZ New York, effective May 1. He replaces Julian Boone, transferred to the newly-created post of Blue spot sales promotion manager. Prior to joining KDKA, Mr. Murray for five years was head of promotion, publicity and merchandizing of WCAE Pittsburgh. He has served as publicity director of WJAS Pittsburgh.

Mr. Murray

Smith Howker

SMITH HOWKER, supervising engineer of CBO Ottawa, died recently after a short illness. Formerly employed by the radio division of the Canadian National Railways, he had been in radio since 1922. He helped erect CNRO Ottawa, now CBO, and joined the Canadian Radio Broadcasting Commission in 1933.

Studio Notes

CAMP McCOY Wisconsin, combat training center, now originates a new series of weekly 30-minute programs, 3-3:30 p.m. Saturday over WTMJ and WMFM Milwaukee. Called *It's the McCoy*, program has a live soldier audience and is written and produced by Camp McCoy personnel using soldier talent.

WORL Boston has started a series of transcribed programs, Sundays 6:30-6:45 p.m. by the Institute of Oral and Visual Education in cooperation with Boston U. Radio Institute. Program features eminent public figures.

NORTHEASTERN Radio Council met in Schenectady at WGY and at the Hotel Van Curler last Friday and Saturday. Among those present were Harry Summers, Blue; Doris Corwith, NBC; Dorothy Roden, CBS; Dorothy Lewis, NAB coordinator of listening activities.

WTAG Worcester, Mass., as soon as allied invasion operations commence, will stand by 24 hours a day to broadcast important news as it is received. Station has installed a new directional antenna to facilitate monitoring of BBC news programs.

KOY Phoenix, Ariz., has published an inter-office bulletin summarizing activities and accomplishments during 1943. Included are data on amount and value of time donated to war effort drives, local organizations and public service features.

WDAY Fargo, N. D. has issued a new rate card (No. 15) giving revised time rates effective April 15. On May 1 WDAY introduces a new and longer *Country Hour* daily from 5:30-7 a.m.

KVOA Kept On

A NAVY fighter plane failed to keep KVOA Tucson, Ariz., off the air last Tuesday, although it grazed the antenna, bent the top 10 feet to right angles and broke two guy wires. The pilot, whose name was withheld by authorities, was stunting a Gruman Hellcat and twice dived at the antenna. The second time the plane caught the tower, tearing off a wingtip and bending the antenna. The pilot retained control, landed at a nearby airport and KVOA's programs continued uninterrupted.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—*if the network they are on cannot furnish coverage here*
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

FOR SECOND TIME this quartet meets to sign one of the biggest block time purchases on the Coast. John Sousa (seated), president of Par-T-Pak Standard Beverages, is about to sign the renewal for one year of a contract calling for time aggregating 14 hours weekly on FSFO San Francisco. Standing are: (l to r) Morton Sidley, KSFO sales manager; Charles Gabriel, account executive for Brisacher & Van Norden; Edward Jansen, KSFO manager.

LATE HOUR ADDED TO CAB'S RATING

PROGRAMS broadcast from 10:30-11:30 p.m. (EWT), when many people in that time zone might be disturbed by telephone calls, will be surveyed nationally by the equivalent of a telephone concindental technique beginning with the April report of the Cooperative Analysis of Broadcasting, the CAB reported last week.

New service, developed to meet needs of advertisers who find wartime conditions placing more emphasis on late evening programming and listening, is based on an "adjusted sample" technique embodying both the coincidental and recall techniques, the CAB explained. A normal quota of coincidental calls is made in a midwest "control area" from 9:30-10:30 p.m. CWT (10:30-11:30 p.m. EWT) and the same programs are also covered the following morning by telephone recall. In the East the programs are surveyed only by the recall check the following morning.

By applying the ratio of the midwest coincidental to recall to the eastern recall, an adjusted eastern rating is secured which is added to the actual coincidental rating for the programs in the balance of the country to produce a national rating.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeasterr. Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

NWLB Summons

(*Continued from page 11*)

a radio advertiser buys a musical program he expects and has the right to demand a live studio audience as well as an air audience."

Mr. Hubbard declared that Mr. Ballard's wire to the NWLB was "another typical case of misrepresentation of the facts on the part of Petrillo's musicians' union. Petrillo is an ostrich with his head in the sand. He thinks he is fooling people. But his sandbagging tactics can't last forever."

He added: "The Minneapolis union's wire to the NWLB won't fool anyone. I'm a little surprised the telegram didn't contain the familiar Petrillo subterfuge of saying that 'there is no strike . . . the men just don't care to work.' Nevertheless, this 'ostrich-with-its-head-in-the-sand' telegram still won't fool the NWLB or anyone else."

The issue in the WJJD case concerns the demand of Mr. Petrillo that the number of musicians in the station be increased from 10 to 20. Mr. Atlass protested to Mr. Green that his present staff, working 25 hours a week, easily handles the work of the station. Actually, the musicians at WJJD work less than 20 hours a week and only 7½ hours exclusive of platter turning, Mr. Atlass has stated. There is no dispute over wages.

Demands on KSTP

In the KSTP dispute, Mr. Petrillo demands that the musicians' staff be increased from 20 to 28 and that wages be increased 59%. Mr. Hubbard agreed to meet the wage demand, subject to NWLB approval, but refused to "employ men we do not need". He called for a "showdown", declaring that the question is one for the NWLB to decide.

Under Executive Order 9370, the Government may invoke penalties against unions, employers and individuals in cases of noncompliance with NWLB directives. Actions against unions include withdrawals of privileges, benefits or rights, as by holding of checkoff dues in escrow, pending compliance.

Guedel Resigns

JOHN GUEDEL, vice-president in charge of radio and Hollywood manager of Russel M. Seeds Co., has resigned to devote full time to NBC *People Are Funny*, sponsored by Brown & Williamson Tobacco Co. and the new comedy series *Life With Charlotte* recently acquired by Pepsodent Co. as summer replacement for NBC *Bob Hope Show*. Mr. Guedel is owner-producer of *People Are Funny*. With Martin Broones he is co-owner and will be co-producer of *Life With Charlotte*.

Introducing
THE VAN EPS-DUOTONE CUTTING HEAD

Available for Immediate Delivery

THE VAN EPS-DUOTONE CUTTING HEAD is designed for highest type cutting, giving a clean and undistorted cut on complex waves. It has but a single resonant point which is easy to equalize. The output of this head does not vary from day to day but is constant under all temperatures and humidity conditions. This head has high output, thus requiring less power to drive, and is available in 15 and 500 ohm impedances. It is designed for 9/16 inch stylus.

RECORD COMPANIES, RECORDING STUDIOS, GOVERNMENT AGENCIES *note these features:*

1. It has a reed armature, which is rugged, and acts as its own damper, eliminating rubber and other deteriorating materials which usually cause cutting heads to change from day to day.
2. Measured distortion is 1.8% at 400 cps.
3. Impedance of the cutter is actually 500 ohms at 400 cps.
4. Requires only plus 20 db level (6 milliwatts in 500 ohms) for normal amplitude—less than 1 watt of power.
5. Easily installed. The head comes equipped with an extra mounting plate for instant mounting and is easily interchanged where other heads are used.
6. Carefully tested at our laboratory and a graph accompanies each cutter, giving the frequency response characteristics.
7. The head is hermetically sealed and *guaranteed* if the seal is not broken.

Duotone

For further information ask your jobber or write to

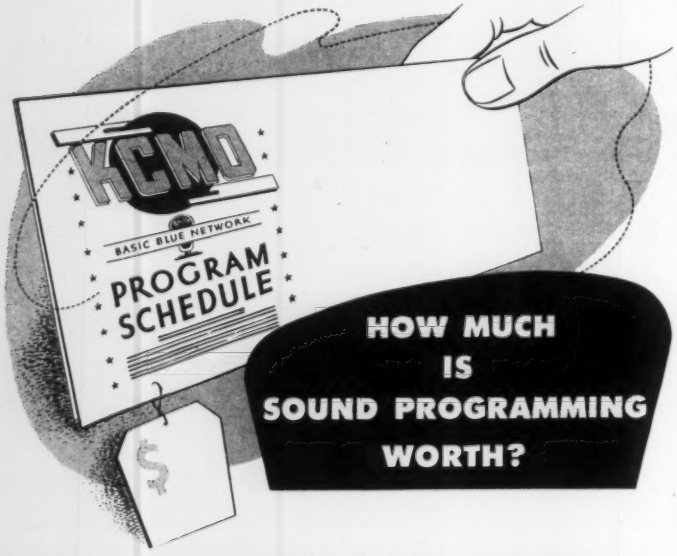
THE DUOTONE COMPANY · 799 Broadway, New York 3, N.Y.

Nets Carry Army Shows Shortwaved from Fronts

TWO shortwave broadcasts were sent from opposite points of the globe April 23. Speaking from an Army station at the Anzio Beachhead about 9 a.m. correspondents from the four networks told listeners they were hearing probably the first broadcast to originate so close to the battle scene. The same evening at 7:30 p.m. the four networks carried simultaneously a communique from Gen. Douglas MacArthur's headquarters on the Hollandia-Aitape landing on the North Coast of New Guinea.

Gordon Fraser, Blue correspondent, won the toss for the first broadcast from JJRP Anzio (see page 20), shortwaved to Naples, amplified and transmitted to the U. S. and Blue Network from 9:00:30 to 9:02:30 a.m. Eric Sevareid, of CBS, and Ralph Howard, NBC, followed by brief talks on their respective networks. Mutual picked up a special 12-minute broadcast by Seymour Korman at 11:22 a.m. and rebroadcast it via transcription at 1:15 p.m.

TOM HANLON, CBS Hollywood night manager, portrays an announcer in the International film, "Once Off Guard". Chef Milani featured on five-weekly half-hour series on KFWB Hollywood, has been signed for a role in the RKO film, "None But the Lonely Heart".



Noted radio survey expert C. E. Hooper says* sound programming, day in and day out, is the only way "to locate a value-conscious listening public" . . . the only way to build for a secure future in the post-war radio field.

KCMO listenership has been built on just such a policy of sound programming—with a schedule of Basic BLUE hits . . . interesting local features . . . and the dominant news coverage in Kansas City.

That's the reason more thinking Kansas Citians are forming the KCMO habit every day.

And that's the reason many alert time buyers are using KCMO to reach the Kansas City market with outstanding success.

If you, too, want your advertising dollar to go farther in this teeming market, let us show you the sales figures which prove our point. For profit—put your money on KCMO and the BLUE.

* *See Broadcasting, March 6, 1944.*

Call any Joseph Hershey McGillvra Office

KCMO 5000 Watts

Kansas City's Only Basic Blue Network Station

4,000,000 Tubes for Civilian Sales Shipped in First Quarter, Says WPB

RADIO receiving tubes in excess of 4,000,000 units were shipped to civilian channels in the first quarter of 1944 the Electronic Distributors Industry Advisory Committee was told by Radio and Radar Division officials of the WPB at a meeting of the committee in Washington last Thursday (April 27). Though this was slightly under scheduled civilian tube production for the quarter, it was indicated that second quarter shipments probably would be higher as a result of carryovers of tubes.

Recent modifications of WPB regulation CMP-9A were pointed out by the WPB representatives. The amended regulation provides that a repairman may not use the AA-3 rating assigned by CMP-9A to buy certain electronic equipment items [BROADCASTING, April 24].

An official of the Office of Price Administration discussed with committee members a proposed new schedule of list prices for tubes for wholesalers and retailers, and a representative of the Office of Civilian Requirements discussed problems of distribution with the committee. Committee members were of the opinion that methods by which distributors have been allocating tubes to dealers have permitted all dealers to obtain their fair share.

The desirability of a "code of ethics" for the guidance of all electronics was discussed at the meeting and a task committee will be appointed at a future date to draft a suggested "code". The next meeting of the committee is scheduled for June 22.

TALENT UNIONS EYE VIDEO PAY SCALES

JOINT Committee on Television established in 1940 by Actors' Equity Assn., Screen Actors Guild and American Federation of Radio Artists last week issued a statement that it is examining existing conditions of television employment and "will determine working conditions and minimum pay scales during this experimental period and will decide when and where and to what extent these will be put into practice."

Report also instructs all members of these unions who may accept television engagements to report to their own union on conditions, hours and pay for such work, such information to be transmitted to the committee.

The committee has no plans to establish standards of wages or working conditions in the immediate future, a committee spokesman stated to BROADCASTING, explaining that there are too many different kinds of employers and too many different kinds of employment in television for general standards to be set up. He said that reports of exploitation of talent by companies receiving compensation from advertisers for television production had been received and would be investigated, and that in such cases temporary minimums might be set by the committee. But the committee's main task for the present, he reported, will be to collect information.

He stressed the fact that there is no desire to discourage performers who are willing to work for little or no monetary compensation to gain experience in a field that is now experimental but may someday provide lucrative employment, but he added that the unions to which these people belong will not allow them to be exploited for the benefit of television broadcasters or program producers who are already commercializing this new medium.

CBS Latin Net Adds 3

THREE new stations have been added to the CBS Latin American network, bringing the total to 102 affiliates. Two Ecuadorian stations are HCBI and HCBS, longwave and shortwave transmitters, respectively, of Radio Bolivar, Quito, Ecuador. The Venezuelan outlet is Radio Sucre, Cumana.

HOOPER LISTS TOP DAYTIME NET SHOWS

FIRST among the "Top Ten" programs in the daytime network Hooper ratings for April, is *When A Girl Marries*, followed by *Young Widder Brown*, second, and *Ma Perkins*, third. *Backstage Wife* holds fourth place followed respectively by *Kate Smith Speaks*, *Life Can Be Beautiful*, *Stella Dallas*, *Right to Happiness*, *Breakfast at Sardi's* and *Our Gal Sunday*.

The top-ranking Saturday daytime shows, not included in the week-day list above, are *Stars Over Hollywood*, first; and *Theatre of Today*, second.

Kitty Foyle has the largest number of women listeners per set, *Baukhage Talking* ranks first with men, and *Jack Armstrong* with children, according to the survey. Subscriber program with the highest sponsor identification index—75.9—is *Ma Perkins* (NBC). Average daytime program rating remained at 4.9 showing no change over the previous report, and down 0.7 from a year ago. Average available audience is 71.8, up 0.2 from the last report, down 0.7 from a year ago.

GABE WARD, Ken & Hezzie Trietsch, Gil Taylor (Hoosier Hot Shots) on the weekly NBC *National Barn Dance*, have been signed to a two-year film contract by Columbia Pictures Corp.

WSLI
JACKSON MISSISSIPPI

JACKSON—THE CAPITAL CITY

Jackson is not only the center of state government in Mississippi, but also the CAPITAL center of the state. Here, in the heart of the New South, is a $130,000,000 annual market—now being boosted by new oil and business activity. Include this "double-run" market in your sales plans. And remember, WSLI offers you effective coverage of this market—at less cost.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

CLOSED CIRCUIT "sales meeting via air" was staged April 15, two days before the premiere of *My True Story* on the Blue network, with sales staff members of the sponsor, Libby, McNeill & Libby, Chicago, listening in to the 1944-45 sales program in seven major cities. At the Chicago end of the meeting were (l to r): E. R. Borroff, vice-president and manager of the Blue central division; John W. Rose, LM&L sales manager; E. R. Peterson, Blue sales.

KTBI Granted Transfer Control to Woodworth

CONSENT was granted by the FCC last week to transfer of control of Tacoma Broadcasters Inc., licensee of KTBI Tacoma, Wash., from C. C. Cavanaugh, president, to Harold S. Woodworth through sale of all 109 shares (54.5%) common stock held by Mr. Cavanaugh for $13,080. Mr. Woodworth, treasurer of the corporation, now owns 119 shares, or a total of 59.5%. Mr. Cavanaugh is retiring from broadcasting in order to devote full attention to his other business affairs, the application states.

Majority of the remaining interest in the station is held as follows: Harold Allen, vice-president—13.5%; James Dempsey, secretary—2.5%; Helen Wallace—5.5%; J. S. Lyle and J. R. Bender, each 5%. Mr. Woodworth is also president and general manager of Woodworth & Co., contractors.

At the same action the Commission granted voluntary assignment of the license of WCOV Montgomery, Ala., from Capital Broadcasting Co. to G. W. Covington Jr., who owns all of the issued and outstanding capital stock in the company. No monetary consideration is involved.

Hooper proves
It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 Watts **WJHL** Johnson City Tennessee 910 K.C.

REPRESENTED BY HOWARD WILSON CO.

Extension Sought In Sale of KECA

Anthony Request First Under FCC 'Duopoly' Modification

SEEKING an extension to Oct. 1, 1945, in which to dispose of KECA under FCC "duopoly" order 84-B, as modified April 4 [BROADCASTING, April 10], Earle C. Anthony Inc., licensee of KFI and KECA Los Angeles, last week filed the first petition for relief under the amended order.

Through Louis G. Caldwell and Reed T. Rollo, Washington counsel, Anthony requests renewal to Oct. 1, 1945, of the KECA license, which expires June 1, and regular renewal of KFI, which is on temporary license until May 31 (under 84-A), or extension of the KFI license to Oct. 1, 1945. Should the Commission fail to grant the extension, petitioner asks for "reasonable periods of lesser duration" in which to dispose of KECA.

Blue Contract a Factor

Petition sets forth that KECA was operated at a loss in excess of $500,000 from 1929-1939 and that since June 21, 1939, when petitioner acquired KEHE and changed the call letters to KECA, in effect consolidating the two stations, he expended further "large sums in physical and technical improvements" and continued to incur losses. Total investment in KECA is listed in excess of $800,000.

Since Jan. 1, 1941, KECA has been operated at a profit, petition continues, with net earnings for 1944 (before taxes) estimated at $230,000. Because of a contract with the Blue Network, which expires June 15 next year under the FCC Network Regulations, Anthony must give the Blue first opportunity to buy, the petition recited, adding that the Blue has offered $450,000, whereas another purchaser has expressed a "probable willingness" to pay "approximately $150,000 more".

Other Obstacles

Anthony's petition sets out that since September 1943, when it became evident that the FCC would adopt a regulation banning multiple ownership, the licensee has been seeking a buyer for KECA. Obstacles, in addition to the Blue contract, were listed as these:

Los Angeles is a difficult city in which to sell a broadcast station because it has some 19 serving the metropolitan area; KFI and KECA share the same building for studios, administration and business offices, and to a substantial extent make use of the same staff officers and employes; in order to effect an orderly disposition of KECA and "a satisfactory solution of business and taxation problems likely to face a purchaser, the ownership of KECA may have to be transferred to a separate corporation before a sale can be effected."

WSBC Sale at $100,000 Pending FCC Approval

SALE of WSBC Chicago by Gene T. Dyer for $100,000 to the J. Miller Adv. Co., Chicago, was announced last week. Miller firm, which deals exclusively in foreign language advertising, is composed of Julius Miller, his wife, Bertha L.; Arnold and Oscar Miller and Oscar's wife, Gertrude.

The Millers state there will be no change in policy or personnel for the war's duration at least. Transfer of the property is pending FCC approval. Mr. Dyer still owns WAIT Chicago, which he says has not been sold as it had been rumored, and WGES Chicago. WSBC operates on 1240 kc with 250 w one-third time, sharing with WCRW and WEDC Chicago. Sale was premised on the FCC's "duopoly" regulation, banning multiple ownership in the same areas.

Capt. Johnston Missing

CAPT. CURTIS GILLMAN (Gil) JOHNSTON, 26, formerly a sound effects technician of CBC Chicago, and previously with WGN Chicago, was reported missing April 11 following a raid on Europe. A fighter pilot, Capt. Johnston had completed 70 missions and was awarded the Distinguished Flying Cross and Air Medal with oak leaf clusters. He enlisted in the RCAF in 1940 and transferred to USAAF in 1942.

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever hear of Adeline, Kentucky? There *is* such a town—it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville—which is highly worth the concentration because it *does more business* than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?

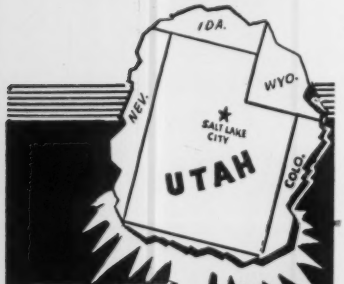
LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES FREE & PETERS, INC.

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

★

National Representative
JOHN BLAIR & CO.

Jett Sees Dual Video System

(*Continued from page 9*)

ably early date on the basis of the present standards, industry and the public generally will want to know what the television policy will be when the improved and more permanent system of television is ready for commercial service. I believe that the public is entitled to know that a better system of television may be adopted after the war as a result of secret war-time research and development, but I am not convinced that the so-called new system, including the allocation of suitable channels, can be made ready in, let us say, one or two years.

Even if the military were now willing to release all of the necessary technical data, it would require considerable time for all interested individuals, companies and groups to use such information in planning a new commercial system. And we must not overlook the fact that after such data have been studied and industry and Government are fully in accord regarding the superior qualities of the new system, that it will take time to design, build, test and demonstrate the new transmitting and receiving equipment.

Final approval must necessarily await the outcome of all these factors; therefore, while the "freeze" on materials and manpower continues there is little or no hope that the much-talked-of new system can be made ready within the time that may be available.

If you agree with what I have said up to this point, then you must also agree that we should proceed on the basis that there will be two commercial systems of television in the future, i.e., (1) the present system or a slight modification thereof which can be accepted at an early date; and (2) the vastly improved system which will be introduced as the more permanent system of television sometime after the war.

Old and New

If we prepare now on the basis that there will be two systems of commercial television, each occupying different bands of frequencies, it would be possible in the time available to give adequate attention to both systems.

Under this plan, the public would have a good system of television under existing commercial standards immediately after the "freeze" is lifted, and this system could be continued for an indefinite period after the new system is placed in commercial operation. This would require, when the new system is commercialized, that licensees transmit simultaneously all programs under the old as well as the new standards.

I believe it would be unwise to set a date and say that the present system of television standards will cease to be available at that time. In my opinion it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters, i.e., simultaneous transmission under the old and the new standards.

I realize that this may introduce some difficult problems but these would not be insurmountable. In the final analysis it is essential that all programs be available to all set owners regardless of whether the receiver is designed to operate under existing or new standards.

It may be argued that this plan would waste valuable frequencies in that it provides for the continued operation of an inferior system of television after the superior system is ready for commercialization. In this connection, there are many today who argue that FM has certain advantages over AM aural broadcasting.

Is it not a fact, however, that we are planning for the continued use of both bands? And this, I might add, is exactly as it should be. In short, it appears that we are faced with just such a situation in television, and on the basis of the facts now available I cannot see any other logical solution of the long-range aspects of this problem.

KMOX At Conventions

KMOX St. Louis is arranging for full coverage of the Republican and Democratic national conventions in Chicago, coordinating special station broadcasts and news bulletins with convention coverage by CBS, parent network. The St. Louis station will originate broadcasts from a booth on the convention floor and from the Stevens Hotel. Reporting staff includes Francis P. Douglas, director, KMOX *World News*; W. R. Wills, Pacific War Theatre analyst, and Katherine Darst, until recently director and editor of KMOX women's newscasts.

WSGN

WSGN covers more of Alabama than any other station; its morning Hooper is more than double that of the next station; and regardless of the hour, it offers the city's best salable time. There's spot dominance where the spendable income of both farmers and workers is now at an all-time high!

DOMINANCE
In Alabama
WSGN 610 On Your Dial
The Birmingham News-Age Herald Station
Represented by HEADLEY-REED

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Publishers Hear FM Opportunities

(*Continued from page 8*)

work the standard 50 kw station in most instances," he said.

FM is probably the only major development ever pioneered by independents and small men in the industry, he continued, adding that FM gives the opportunity to those newspaper publishers who never had the opportunity to go into radio because there were not enough channels in the spectrum. Dr. Armstrong pointed out the advantages of the FM system in linking together a network of stations, FM relays supplanting the costlier wire lines.

No FCC Discrimination

He also predicted that FM will replace the greater part of the AM system in a relatively short time. Urging newspaper publishers to file their applications for FM stations immediately, he quoted FCC Chairman James Lawrence Fly who stated at the annual meeting of FMBI in New York last January that "FM is of age and it has come to stay", that "without a doubt it will have a place of ever increasing importance in American broadcasting", and that "no one of us can stop it."

In a question and answer session, written as well as oral questions were answered by both Mr. Damm from the operational standpoint and Dr. Armstrong from the technical aspects. In response to the question of whether FM is apt to replace standard broadcasting, Mr. Damm replied that in his opinion FM will replace AM as a system of sound broadcasting in 8 to 10 years.

He gave the latest figures on FM sets in use compiled by the FMBI, which showed approximately 500,000 receivers in use in the U. S. and distributed in the major markets as follows: New York 120,000; Philadelphia 20,000; Chicago 80,000; Boston 35,000; Milwaukee 21,000; Detroit 25,000.

In response to a query on the practicability of FM for small as well as large cities, Mr. Damm replied that since it will be possible to assign stations on the same frequency much closer together than in the case of AM, many more cities will be able to have broadcast stations than is now possible under AM.

How soon after the war may FM be reasonably expected to be a commercial success, Mr. Damm was asked. He replied: "If by this question it is meant how soon can a station make a profit, I would say that it is dependent upon the diligence with which the operator goes about rendering a service to his community, which will justify the buying of sets that will pick up FM signals. We have heard estimates to the effect that within one year after the war, there will be 5,000,000 FM sets sold, and that within four years, we may expect 20,000,000 sets in the hands of listeners. Frankly, it is my opinion that in view of the pent-up purchasing power, this is a very conservative estimation. I have not kept secret the fact that our FM stations operation in Milwaukee by the end of this year, its second full year of commercial operation, will practically be self-sustaining."

FM Applications

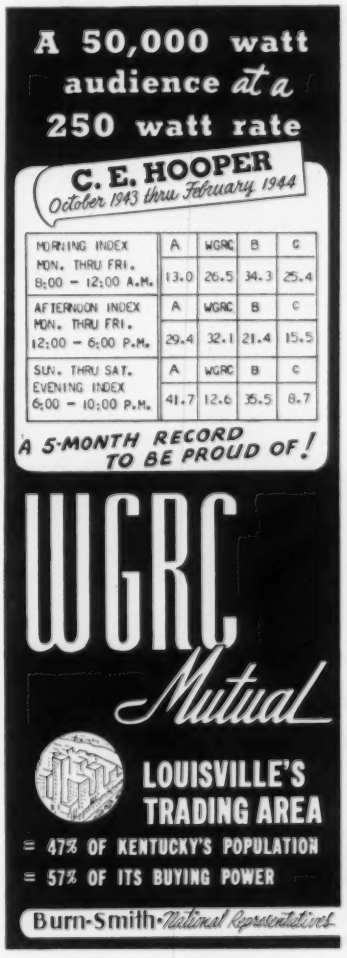
There is no discrimination between newspaper and non-newspaper ownership, he stated in response to a query on how the FCC is now handling FM applications filed by newspapers. All applications at present are placed in a pending file awaiting servicing by the Commission's engineering and legal departments. In reply to the question as to any advantage of placing an application on file with the FCC now, rather than waiting until the FCC was seriously considering FM applications, Mr. Damm said that the first and foremost reason for filing now is that the most ideal sites for FM transmitter locations are not going to last forever.

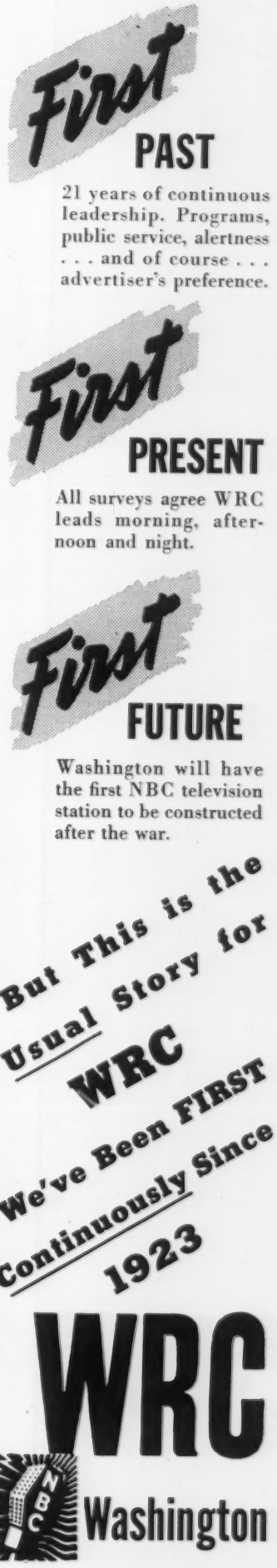
"In Los Angeles, for instance, there are 17 applications for the best site to cover that area," he asserted. "In Chicago practically every important site already has been leased. In addition to this fact, it would be much better to get the engineering work out of the way than wait until the gold rush starts. If you are going to get into FM at all, why wait?"

No Tie-up

Asked if there is any tie-up between FM and television, he stated that not only is there no tie-up but that sound broadcasting will live forever and that television can never supply the sound broadcasting entertainment needs of the American public. Even before its introduction to the public on a general scale there are those who feel that the ultimate television will be a color television and that the black and white television, which is being talked about now, is only a stop-gap. In response to a question from the floor Mr. Damm stated that facsimile presented many advantages and that the "television propagandists" were not talking too much about facsimile "for a very good reason."

The GE film on FM was exhibited to the publishers. Many said they intended to file FM applications as soon as they could get an application in order.


A 50,000 watt audience at a 250 watt rate
C. E. HOOPER
October 1943 thru February 1944
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M. A 13.0 WGRC 26.5 B 34.3 C 25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M. A 29.4 WGRC 32.1 B 21.4 C 15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M. A 41.7 WGRC 12.6 B 35.5 C 8.7
A 5-MONTH RECORD TO BE PROUD OF!
WGRC Mutual
LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER
Burn-Smith • National Representatives


First
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.
First
PRESENT
All surveys agree WRC leads morning, afternoon and night.
First
FUTURE
Washington will have the first NBC television station to be constructed after the war.
But This is the Usual Story for WRC
We've Been FIRST Continuously Since 1923
WRC
NBC
Washington

INDISPENSABLE
to an understanding
of Federal regulation
of the broadcasting
industry

RADIO NETWORKS AND THE FEDERAL GOVERNMENT

By Thomas Porter Robinson

THE Wheeler-White Bill . . . the Winchell-Dies controversy . . . the hearing before the House Select Committee . . . last year's Supreme Court decision . . . all are straws in the wind . . . all pointing toward profound changes in government regulation of radio broadcasting.

Dr. Robinson's penetrating study furnishes the basis for understanding the present problems and contributes some interesting and constructive ideas for the future.

"compact and reliable . . . a job which badly needed doing . . . an important and valuable piece of work."
C. J. Frederick, *The Saturday Review of Literature*

"a scholarly diagnosis of the basic differences between the majority of broadcasters and the F. C. C."
Jack Gould, *New York Times Book Review*

"a painstaking study of the basic problem facing American radio."
Graham McInnes, *The Canadian Forum*. $3.50

COLUMBIA UNIVERSITY PRESS
Morningside Heights
New York 27, N. Y.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

STATISTICS MAKE NICE READING but there must be an audience before statistics begin, in the opinion of Paul F. McCarthy, publicity director of J. N. Adam & Co., Buffalo, N. Y., heavy users of radio the last five years. "Insofar as retailers are concerned, let's work together to get the audience, then the statistics will take care of themselves," he said last week, supplementing a statement before the National Retail Dry Goods Assn. Sales Promotion Clinic in Cincinnati last month. Members of a radio panel, who heard Mr. McCarthy praise radio as a medium for the retailer, are (l to r): Walter Johnson, commercial manager, WTIC Hartford; Thomas D. Connolly, CBS manager of station promotion and merchandising; John M. Outler Jr., manager, WSB Atlanta; Dietrich Dirks, general manager, KTRI Sioux City, Ia., panel co-chairman; Mr. McCarthy; B. Lewis Posen, publicity director, Hochschild, Kohn & Co., Baltimore, panel co-chairman; Richard G. Meybohm, publicity director, of the J. W. Robinson Co., Los Angeles; E. Davis McCutchon, sales promotion manager of the D. H. Holmes Co., New Orleans.

WLB to Rule on Announcer Assigned Fee Payment Plan

A DECISION which likely will determine whether independently operated stations must adopt the assigned fee plan in paying announcers for commercial broadcasts is expected to be handed down soon by the War Labor Board following a recommendation submitted last week by a WLB hearing officer in the dispute between WMAL Washington and AFRA.

While agreeing with many of the station's contentions opposing the fee system, Royal E. Montgomery, hearing officer, recommended that WMAL pay its announcers a base salary of $200 a month plus fees for assigned commercial broadcasts. The station's position that any change in salary arrangements be made retroactive to the date the case was certified to the Board was upheld.

Comments on the report and findings of the hearing officer are expected to be filed this week by Lester Cohen, station attorney. WMAL is owned by the Evening Star Broadcasting Co. and is an affiliate of the Blue.

The principal issue in the case involves the method of payment to staff announcers who are assigned local commercial broadcasts by the station. There is no disagreement over fees for "selected" broadcasts in which the announcer is selected by the sponsor or advertising agency.

WMAL agreed to increase the salaries of its announcers to an amount substantially equal to the fee system demanded by AFRA but objected on "principle" to paying separate fees for commercials which, it contended, are part of an anuouncer's regular duties. The company argued that if it accepted the fee system for announcers, other employes participating in commercials could demand this method of payment. WMAL claimed that the plan would cause announcers to favor commercial programs to the detriment of sustaining features.

AFRA took the position that the fee system was the prevailing method of payment in Washington, that the flat increase proposed by the station would not be permitted under the "Little Steel" formula of the WLB, that the WMAL method of payment would have an injurious effect upon employer-employe relations in other Washington stations, and that assigned commercial broadcast fees should be considered in the nature of artists' fees separate from the base salary.

In his analysis of the case, the hearing officer found that the fee system "does not occupy the place in the national pattern that it does in Washington" but that the plan is not peculiar to Washington. He concluded, however, that while "the national pattern is not controlling this case" the fact that WMAL is the only important station in the Washington area which does not employ the system "appears . . . to be deserving of considerable weight."

At the same time, the report concluded that the last contract between the station and AFRA, "while containing provisions which made possible negotiations between the Union and WMAL of the same 'terms and conditions' established by agreement between the Union and the competing radio stations in Washington, does not impose a contractual obligation upon the company to institute the method of wage payment that now obtains in the case of employers by WRC WOL and WTOP."

Other conclusions were that any effect of the adoption of the system would be to equalize competitive conditions in the area and that while the WLB has approved the method of payment requested by the union, "it has not in the case of radio announcers specifically approved the salary increase of the monetary equivalent to the fees asked by the Union."

Network Officials To Attend Meeting

Columbus Roster to Include Many Key Radio Officials

A LARGE number of network and station officials plan to attend the Institute for Education by Radio, meeting at Columbus May 6-8 (see page 54). Among those from the network and its affiliates planning to attend are:

MBS—John L. Carpenter, KALE; E. J. Content, Elsie Dick, WOR New York; Dr. Judson McKim, WKRC Cincinnati, Bert Hanauer, Martha Ross Temple, WFBR Baltimore; Clifton Daniel, WCAE Pittsburgh; Myrtle Stahl, WGN Chicago; John Tinnea, KWK St. Louis; Joe Ryan, Betty Wells, Charles Logan, Lyle Flanagan, Hazel Hillis, KSO.

CBS—From New York, William C. Ackerman, Lyman Bryson, John Daly, Mildred Game, Frank Ernest Hill, Elinor Inman, Oscar Katz, Robert J. Landry, Leon Levine, William N. Robson, Dorothy Rowden, Gilbert Seldes, Helen Sioussat. Representatives of CBS owned stations: WBBM Chicago, J. L. Van Volkenburg, Jack Burnett, Shepard Chartoc, Florence Warner, F. H. Garrigus; WTOP Washington, Elinor Lee, Charles Worcester; KMOX St. Louis, Ellen Lee Brashear, Charles Stookey, Rosamond Wilfley; KNX Los Angeles, Frances Farmer Wilder.

Blue—Edgar Kobak, Dorothy Kemble, Dr. Harrison B. Summers, Grace Johnsen, Dr. Thomas L. Robinson, Alma Kitchell, Bob White; Blue affiliates, WCOL, Kenneth B. Johnston, Wallace Beavers, J. E. Lowe, Frank Jones, Jack Kelly, Anise Knight; WAKR Akron, Mrs. Viola G. Berk; WOWO Fort Wayne, Ben A. Hudelson, Thomas Wheeler; WSAI Cincinnati, James Leonard, Katherine Fox, James Cassidy; WTOL Toledo, Arch Shawd, Betty Connell, Richard Mosier; WMRN Marion, O., Robert T. Mason, Madge Cooper; KXEL Waterloo, Ia., Joe Dumond, Jane Foster; KSO Des Moines, Lyle Flanagan, Joseph Ryan, Betty Wells; WTCN Minneapolis, Ann Ginn; WING Dayton, Lin Mason; WWVA Wheeling, Paul J. Miller, William E Rine; KJR Seattle, Wiliam Mosher; WFIL Philadelphia, Edward C. Obrist; WCBM Baltimore, George H. Roeder; WDSU New Orleans, Fred Weber.

NBC—H. V. Kaltenborn, William F. Brooks, Wynn Wright, Dr. Max Jordan, Everett C. Parker, Jane Tiffany Wagner, Margaret Cuthbert, Mary Margaret McBride, NBC Central Division, Judith Waller, William E. Drips, Everett Mitchell, NBC Western Division, Jennings Pierce, Sam Schneider, KVOO Tulsa; Herb Plambeck, WHO Des Moines; George Biggar, Ed Mason, WLW Cincinnati; Henry Schacht, KPO San Francisco; Layne Beaty, WBAP Fort Worth; Mert Emmert, WEAF New York.

AP

WNLC, New London, Conn.

. . . AP news of great value to us . . . has helped increase commercial revenue.

Gerald J. Morey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

AP ELECTS HOYT AS BOARD MEMBER

PALMER HOYT, editor and publisher, *Portland Oregonian* (KGW-KEX), and former OWI Domestic Director, was elected a director of the Associated Press at the annual AP membership meeting April 24, day before the opening session of the ANPA convention. Six other directors, all re-elected at the meeting, are: George F. Booth, *Worcester Telegram* (WTAG); E. H. Butler, *Buffalo Evening News* (WBEN); Robert McLean, *Philadelphia Evening Bulletin*, AP president; Frank B. Noyes, *Washington Evening Star* (WMAL); Paul Patterson, *Baltimore Sun;* Josh L. Horne, *Rocky Mount Telegram.*

Mr. Hoyt

Mr. McLean was reelected AP president; Houston Harte, *San Angelo Standard-Times* (KGKL), was elected first vice-president and Norman Chandler, *Los Angeles Times*, second vice-president. Mr. Noyes continues as honorary president. Kent Cooper remains executive director and general manager. The *Philadelphia Bulletin*, which President McLean heads, is negotiating for the purchase of WPEN Philadelphia, and its FM adjunct [BROADCASTING, Jan. 17.] Lloyd Stratton was reelected secretary and L. F. Curtis treasurer.

WE Promotes White

JOHN W. WHITE has been elected president and general manager of Westinghouse Electric International Co., subsidiary of Westinghouse Electric & Mfg. Co., it was announced last week. Former vice-president and general manager, he succeeds George H. Bucher, who becomes chairman of the board of the International company. Mr. Bucher also is president of the parent organization. Mr. White, a native of Indianapolis, joined Westinghouse 39 years ago. William E. Knox, is new vice-president.

Sears on WFIL

SEARS, ROEBUCK & Co., Philadelphia, will start a 26-week series *Sears Crosstown Quiz* on May 11 on WFIL. Agency is La Brun & Hanson, Phila.

KABC Seeks 50 kw 680 kc

(Continued From Page 10)

State Network (of which KABC is a member) and former wife of Col. Roosevelt, son of the President, now overseas with the Army Air Forces and who also is a director in the licensee corporation. Mrs. Roosevelt is also major stockholder in KFJZ Fort Worth.

Nearly all of the materials required for the change, the application states, is to be acquired by dismantling XENT, 50,000 w Class 1-B border station operating on 1140 kc, and transferring the equipment to San Antonio for installation and modification. Alamo Broadcasting, through Gene L. Cagle, general manager of the company and affiliated operations, has acquired an option to buy XENT from its present owner and licensee, Compania Industrial Universal de México, S.A., it is stated.

The application points out that in dismantling the Nuevo Laredo outlet, objectionable interference to WRVA Richmond, Va. (which operates with 50,000 w on 1140 kc) would be removed and that frequency released for utilization by a "station in Mexico City or some other point centrally located in Mexico and far enough removed to eliminate interference with WRVA." XENT was one of the several Mexican stations not reallocated in the unexpected revision of allocations sent by the South American neighbor to Washington in the eleventh hour before the Havana Treaty (adopted in 1937) officially went into effect March 29, 1941 [BROADCASTING, March 24, 1941]. According to the Agreement, the Class 1-B station on that frequency located in Mexico should be situated farther West, in the state of Chihuahua, and would be entitled to protection within the country to the Texas border.

It is also contended in the application that the enlarged KABC operation would vastly increase the broadcasting service to the San Antonio region, would bring Blue network programs to many counties in that locality not now receiving them; and that such operation would also constitute successful competition with the existing services. KABC would operate a minimum of 18 hours a day on the new assignment.

An area of 990,072 sq. mi. with a population of nearly 2,000,000 persons would be included in the daytime 0.5 mv/m contour of the station under the proposed operation. The nighttime coverage within the 9.7 mv/m contour would be approximately 340,000 persons in an area of 1,724 sq. mi. Estimated total cost involved in the shift is set at $190,000. KABC assets as of March 31 were nearly $70,000 and arrangements have been made for a loan of up to $175,000 from the Republic National Bank of Dallas to carry out the proposals, contingent upon FCC approval.

The present KABC studios would be used for the enlarged operations, with no changes in the present personnel contemplated, except for addition of several new members to the engineering staff. A site approximately 10½ miles Northwest of San Antonio has been selected as the location for the transmitter, a Composite TIK-50. The directional array is to consist of four 300 ft. towers arranged in a rectangle. Two of these towers would constitute part of the XENT equipment, the others would have to be purchased.

WFLA Gets 5 kw Night KMLB Petition Granted

CONSTRUCTION PERMIT was granted by the FCC last week to WFLA Tampa, Fla., to increase nighttime power from 1 kw to 5 kw and make corresponding changes in its directional antenna, subject to the January 26 FCC-WPB statement of policy, and upon condition that the station submit certain engineering data.

The Commission at the same action granted the petition of KMLB Monroe, La., for reinstatement of its application for construction permit to increase power from 250 w to 1,000 w and change frequency from 1230 kc to 1410 kc. KMLB petition was denied for rehearing, reconsideration and designation for hearing of the application of KNOE Inc., Monroe, for a construction permit for a new local station (granted Feb. 17).

Sibson to Army

KEN L. SIBSON, general sales manager of the Taylor-Howe-Snowden stations in Texas (KGNC KFYO KTSA KRGV), has been called for Army service and shortly will be inducted. Sales executive for the stations during the last three years, Mr. Sibson has been in Texas radio since 1930, starting as an announcer. He became assistant manager of KRGV Weslaco in 1934 and was made manager in 1936. In 1941 he opened general sales offices in Dallas for the group and last year also took over sales of the Lone Star Chain, becoming its managing director.

Hon. Chester Slaybaugh
Morse International
New York, N. Y.

Dear Chet:

You can take it from me the West Virginia Network is on its toes when it comes to keeping its listeners informed. Even though we have both AP and UP wires, and even though both of these will do an excellent job reporting the coming Democratic and Republican Conventions . . . the W. Va. Network will have its own coverage at both conventions. It'll be plenty good coverage too, for we'll have our Washington News Bureau chief, Ray Henle, as well as our state news chief. This means our listeners will get first-hand information on how this state's delegation goes, along with the national picture. It's things like this that keeps W. Va. listeners listening to the W. Va. Network.

Regards

yours,
Algy

The W. Va. Network

WCHS Charleston · WPAR Parkersburg
WSAZ Huntington · WBLK Clarksburg

ENGINEERS
PHYSICISTS
RADIO ENGINEERS
ELECTRONICS ENGINEERS
PHYSICISTS

A non-profit research laboratory engaged in urgent war research must increase its scientific staff. MEN OR WOMEN (COLLEGE GRADUATES), with experience in vacuum tube circuit design, construction of aircraft radio equipment and design of small electro-mechanical devices are needed.

Salaries range from $3,000 to $8,000, depending upon experience, ability, education and past earnings. Release statement and USES consent needed.

Apply By Mail

AIRBORNE INSTRUMENTS LABORATORY

Columbia University
Division of War Research
Box 231 Mineola, N. Y.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MARKET
MEMORABLE BETTER BATTLE GROUNDS
GUARANTEE

5000 WATTS

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

BRITISH COLUMBIA
LAND OF OPPORTUNITY
A Proven 20% Preference for CJOR News
CJOR
VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1ST

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

Newspapers Seek Radio Accounts

(Continued from page 7)

and other radio and electronic developments directly related to newspaper publishing activities, was advanced by President Noyes in his annual address which opened the full convention session on Wednesday.

Citing the current interest in FM, so great that the Association had taken the unprecedented step of devoting an entire session to that topic, Mr. Noyes continued: "There will be greater interest in all phases of electronics as time goes on. By and large, the majority of newspapers have no source from which to receive authoritative general information on the operation of radio and the advisability of radio affiliation."

"I project the thought," he said, "that the time is approaching rapidly when this Association should have its own radio division for the purpose of serving newspaper members who desire service along the general lines necessary to familiarize themselves with newspaper-radio problems."

Moloney Urges Prestige Fight

Mr. Noyes emphasized the stand of the ANPA board opposing the Bankhead and Cannon newspaper subsidy bills, now in the House Rules Committee, and all proposals for paid Government advertising in certain classes of newspapers which have been presented to Congress.

"The need for Government advertising is one question," he declared; "the approach to Government advertising is another. We oppose the principle of class legislation and have fought it in the courts. We likewise oppose any plan which will arbitrarily have as its aim the purchase of blanket advertising coverage with disregard to analysis of markets and needs. We are equally opposed to the Government using public monies for a program which disregards sound and proven advertising practices."

"If we fight hard and intelligently, nothing can stop the newspapers of America from going back to their old position of first place in national advertising in the years that lie ahead," Herbert W. Moloney, vice-president, American Association of Newspaper Representatives, told the Bureau of Advertising session of the convention last Wednesday afternoon.

"Your representatives have overhauled their operations and equipment and have already shown definite evidence that they are adequately prepared for the media battle of th post-war years," Mr. Moloney declared in a report on the work of the AANR in presenting the story of newspaper advertising to advertisers and agencies. He listed newspaper campaigns for such prominent radio accounts as Pepsodent, Raleigh cigarettes and Wheaties as among the definite results already achieved.

These presentations, made in the interests of all newspapers, Mr. Moloney stated, "are driving home to advertisers and agents from coast to coast a clear, concise and forceful reminder of what newspapers have done, are doing and will continue to do for America and American industry."

He reported that when a presentation was made to Pedlar, Ryan & Lusk, the agency requested reprints of several pages, acknowledging their receipt with a letter that read in part: "We were quite interested in some of the material covered in the presentation, particularly the figures about advertisers spending 15 cents to 25 cents per year per unit of audience reached in radio, and also how you arrive at the figures 10 cents per year per family reached in newspapers would buy 50,000 line schedules, etc. If you have the detailed figures on these computations and explanations of how you arrived at them, we would be very interested in seeing them."

Frank E. Tripp, general manager of the Gannett Newspapers, and Bureau chairman, who presided at the afternoon session, opened the meeting with a plea for greater showmanship on the part of newspapers and a greater willingness to play up their own accomplishments.

William A. Thompson, Bureau director, and Fred Dickinson, Bureau sales manager, reported on activities of the last year. William T. Cresmer, AANR president, described the group formation and the presentations it has prepared.

Frederick C. Crawford, president, Thompson Products, and chairman of the board of the National Assn. of Manufacturers, urged the publishers to give their readers economic news on which they can base their plans for the future in the same easy-to-understand style as the box-scores for sport fans or the market reports for speculators.

Howard Davis Retires

Complete roster of officers and directors was reelected with one exception. Charles F. McCahill, *Cleveland News* (WCLE WHK WHKC) was elected a director to succeed Howard Davis, *New York Herald Tribune*, who resigned after 23 years as an officer or director, including three terms as president. Officers are:

President, Linwood I. Noyes, *Ironwood* (Mich.) *Globe;* vice-president, William G. Chandler, Scripps-Howard Newspapers (WCPO WNOX WMC WMPS); secretary, Norman Chandler, *Los Angeles Times;* treasurer, Edwin S. Friendly, *New York Sun.*

Directors in addition to Mr. McCahill are: George C. Biggers, *Atlanta Journal* (WSB); Ted Dealey, *Dallas News* (WFAA Dallas, KGKO Ft. Worth); Walter M. Dear, *Jersey City Journal;* David W. Howe, *Burlington* (Vt.) *Free Press;* F. I. Ker, *Hamilton* (Ont.) *Spectator;* W. E. MacFarlane, *Chicago Tribune* (WGN); William F. Schmick, *Baltimore Sun;* J. L. Stackhouse, *Easton* (Pa.) *Express;* S. R. Winch, *Portland* (Ore.) *Journal* (KALE KOIN).

C. E. Hooper, president of C. E. Hooper Inc., explained the principles and methods of radio audience measurement last Tuesday in an address before the National Newspaper Promotion Assn., which held its convention at the Waldorf-Astoria in New York last week concurrently with the ANPA meeting. John Cowles, *Minneapolis Star-Journal* and *Tribune* (WTCN), was keynote speaker of the ANPA meeting on Monday.

See Video Demonstration

Approximately 150 publishers accepted the invitation of General Electric Co. to visit WRGB, GE video station in Schenectady, on Friday, for a demonstration of television treatment of newspaper news and features. In cooperation with the *New York Herald-Tribune*, the station staff showed how television would cover a front-page story, a sports event, a woman's page feature and other stories.

Demonstration was preceded by addresses from Robert S. Peare, manager of broadcasting for GE, who discussed sight-and-sound programming, and James D. McLean, electronics engineer, who repeated the outline of television broadcasting in the post-war era as envisaged by GE engineers that he had presented earlier in the month [BROADCASTING, April 10].

Program also included a 12-minute sketch prepared by J. Walter Thompson Co. on behalf of Libbey Glass Co. as a preview of television commercial programs. Rehearsal had been filmed by the agency's movie department under the direction of Sherman Price, president of Filmedia Corp., television film producer, and will be shown on other video stations at later dates.

During the ANPA convention, GE maintained an exhibit of television and FM receivers which attracted much attention from publishers who seemed eager to learn all they could about these two new media of electronic communication and advertising in the post-war era.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Build for Better Video

(*Continued from page 9*)

television standards would create. But we see even more clearly the serious predicament which deliberate delay would create."

Outlining the problems posed to the Government, the equipment manufacturers, the broadcasters and the public, the report states that a wide-band, fine-screen picture means moving television "upstairs" above 200 mc, a space once free but now in demand for Army, Navy, Coast Guard, ship-to-ship, ship-to-shore, plane-to-ship, plane-to-plane communications, which military needs the FCC must weigh, together with demands of civilian aviation and industrial communication, against the potential public service of television.

Points to Dangers

Against the argument that only television needs wide bands of transmission and that only the upper reaches will provide them in the quantity television needs, probably twice as many as the present 18 narrow channels, the report points out that the standards it advocates are not certainties, but only "overwhelming engineering probabilities" on which the FCC may not wish to make allocations, while postwar pressure may force the FCC to allocate the spectrum before the television probabilities become certainties. Also, television may need to occupy its present low channels while the higher standards are being perfected, tying up both groups of channels for an iterim period.

The manufacturer is faced with the choice between the increased sales that better pictures will bring eventually and immediate sales of equipment which will be rendered suddenly useless when the new standards are adopted, the report states, adding that the more old-style sets he has sold the greater loss he faces in terms of dealer inventory and public goodwill. Since broadcasters not yet in television will tend to wait for the new standards, and since their failure to supply programs will retard the sale of sets, CBS points out that "concentration by all manufacturers on engineering and testing the new pictures at the earliest possible post-war moment seems to be prudent self-interest."

The broadcasters, with no sets to sell and expensive equipment to buy, "know they face a period of many years of cumulative deficit," the report declares. "Theirs is the job of producing and broadcasting costly television programs through the lean years of television ownership—long before sufficient homes have sets to provide a profitable audience.

"Anything which shortens this period—anything which induces more people to buy more sets and view more television programs—reduces the broadcasters' problem. No single thing could quicken and stimulate television broadcasting more surely, on a nationwide scale, than a vastly better television image in the home.

Success or Failure

"A truly finer picture may make the difference, in television broadcasting, between eventual success and failure. Mediocre pictures might never sell enough sets to provide an economic basis for broadcasting, or if they sold enough sets, might never create enough hours of viewing to lift television broadcasting to a sound plane of operations. There was some evidence before the war that families who bought television sets used them less and less after the first novelty wore off."

Better pictures are also of interest to advertisers who will inevitably compare their television images with their newspaper, magazine and billboard ads, the report declares, continuing: "Thus the question, 'are pre-war pictures good enough?' sounds academic, if not alarming, to the broadcaster. His central, overwhelming need is a better television image on receiving sets. A picture which will reproduce, at its best, the best he can put into programs. Any compromise with this ideal betrays his interests, threatens his position."

As to the public, the report points out that the present investment in sight-and-sound receivers is perhaps $2,000,000, a trivial sum compared to the $200,000,000 investment in sets when a million have been sold, by which time the manufacturers and broadcasters must have similarly increased their investments in the medium, if it achieves its full potential.

"Delay, itself, may prove decisive," the report explains. "If the lag lengthens, if sets are sold for four or five years on pre-war standards, a later change to higher standards might go by default for fear of jeopardizing too largely a public investment. And American homes might be indefinitely deprived of brilliant, detailed television pictures."

But if, through united effort of Government and industry, higher standards can be demonstrated in a year and sets roll off the line in another year, the public should be told, the report states. The present broadcasters of television programs could continue operations on the low standards until the high standards are ready, closing down their old transmitters when they open up the new ones. People able to buy sets which might be obsolete in a year or two could be encouraged to buy with full knowledge of the probable change.

This course, which Mr. Kesten said CBS proposes to adopt, is the road of good faith with the public, the report continues, even though it may mean millions of dollars of interim broadcasting to provide program service to a small number of set-owners and the eventual scrapping of more millions worth of equipment. But to manufacturers, "such frankness should pay handsome dividends" as the higher standard should compress into three or four years set-buying which might otherwise lag for twice that long.

Winding up its admittedly optimistic report with the admission that although no engineer familiar with recent electronic progress doubts that television can be vastly better than it is, how much and how soon have yet to be demonstrated, tested in the field and embodied in fool-proof production methods, CBS concludes:

"This much seems sure: A single year of concentrated effort in a dozen engineering laboratories should prove the case for better television pictures or else disprove it. Hundreds of American engineers have done ten times as much in two taut years of war, as remains to be done in one full year of peace. They have done the impossible. This is not the impossible. This is the mathematically probable.

"We have implicit faith in the technical know-how of these engineers once they turn their skills to peace-time television. The real problems lie, we believe, not in the laboratories where engineering is done, but in the offices where policy is made."

MGM on Mutual

METRO - GOLDWYN - MAYER, New York will sponsor a musical and dramatic program on Mutual Monday through Friday 9:15-9:30 p.m. starting June 12. Film company discontinues May 12 its five-weekly commentary by Fulton Oursler on 56 MBS stations 8:15-8:30 p.m. New show will be carried on an expanded hookup of 76 stations for a 13-week trial. MGM will also use a thrice-weekly five-minute period on Mutual 11:55 a.m. for 7 weeks starting June 5. Agency is Donahue & Coe, New York.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

WDRC
CONNECTICUT'S PIONEER BROADCASTER
"HIT PARADE" OF ADCASTERS
You find the country's leading adcasters using additional spots on WDRC, to sell the rich Hartford Market. You get all 3 on WDRC—coverage, programs, rate!
USE WDRC TO CONNECT IN CONNECTICUT

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

THERE'S NOT ANOTHER LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

Covers Atlanta at LOWEST Cost!
WATL
ATLANTA
1400 KC
MBS
SPOT
Represented by SALES

Fate of FCC's 1945 Budget Up to Conferees This Week

Final Decision on $2,163,857 Cut Due; 153 Employes May Need Senate Confirmation

By BILL BAILEY

FATE of the Radio Intelligence Division, the Foreign Broadcast Intelligence Service and of 153 employes of the FCC will depend on action this week of Senate-House conferees on the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070).

Although House conferees had not been named as BROADCASTING went to press, Speaker Rayburn (D-Tex.) is expected to follow custom and appoint members of the Independent Offices subcommittee of the Appropriations Committee, of which Rep. Woodrum (D-Va.) is chairman. Rep. Woodrum said his subcommittee will be ready to confer with Senate members the middle of this week.

Only Printing Untouched

Total cuts of $2,163,857 have been taken out of the requested FCC budget for 1945 by the House and Senate. The House originally pared $1,654,857 from the requested $8,371,000. Of that amount the House specified that $1,000,000 be taken from the requested $2,800,000 budget for RID and another $500,000 from the FBIS. The remaining $154,857 was ordered slashed from national defense activities of the Commission.

When the Senate got the bill, another $509,000 was whacked off, $300,000 from national defense and the other $209,000 from normal operations, reducing the FCC appropriation to an even $2,000,000 for regular functions and $4,191,143 for national defense. Only item untouched by either House was a request for $16,700 for printing and binding.

Among Senate amendments which will be taken up by the conferees is one introduced by Sen. McKellar (D-Tenn.), chairman of the Senate subcommittee which considered the bill, providing that no part of "any appropriation available for the executive departments and independent establishments" shall be "available to pay the salary of any person at the rate of $4,500 per annum or more unless such person shall be appointed by the President, by and with the advice and consent of the Senate."

Should the conferees leave that amendment in the bill, 153 employes of the FCC would have to be confirmed by the Senate to draw their 1945 salaries. Of that number 107 are on duty in Washington and 46 in the field, according to the FCC personnel office.

Employed in the FBIS are 28 persons with salaries above $4,500. On duty in Washington are 20, with 8 in the field. Engineering Dept. has the greatest number of $4,500 and up personnel, 39 being on duty in Washington and 28 in the field. The upper-bracket employes, exclusive of Commissioners who are confirmed by the Senate, were listed by the FCC as follows:

Washington—Administration 9; Engineering 39; Accounting 12; Law, 27; FBIS 20; total 107. Field—Administration 0; Engineering 28; Accounting 7; Law 3; FBIS 8; total 46.

Conferees who will decide the issues are: Senate—Glass, Va.; Russell, Ga.; Truman, Mo.; Green, R. I.; McKellar, Tenn., Democrats; White, Me.; Bridges, N. H., Republicans. House—Woodrum, Va.; Starnes, Ala.; Hendricks, Fla.; Fitzpatrick, N. Y., Democrats; Wigglesworth, Mass.; Dirksen, Ill.; Case, S. D., Republicans.

American Network To Build Stations

Outlets in New York, Chicago, Washington, Los Angeles

AMERICAN NETWORK, FM chain, will build and operate its own stations in New York, Chicago, Washington and Los Angeles, it was announced last week following a meeting of the board, which approved a lease on the roof of the La Salle-Wacker Bldg., Chicago. Purchase of a transmitter site for its Washington station was announced, but the location was not disclosed.

Board voted to accept memberships from 11 additional markets as well as the 40 originally planned. New ones will be: San Diego; Charleston, W. Va.; Duluth (including Superior); Scranton (including Wilkes-Barre); Tampa; Allentown, Pa. (including Bethlehem and Easton); Miami; Jacksonville; Mobile; Salt Lake City; Syracuse.

KFMB San Diego and KTOK Oklahoma City were elected to membership in addition to WCAE Pittsburgh and WFBM Indianapolis [BROADCASTING, April 24], giving the American Network representation in 25 of the contemplated 51 markets. In addition, affiliation contracts are being drawn up for operators of FM stations in markets not included in the 51 areas.

Co-Op FM Plan

EDUCATIONAL directors and editors of the Cooperative League of the U.S.A., meeting in Chicago April 24-25, appointed a special committee, under the chairmanship of Wallace Campbell, publicity director, to survey the possibilities of cooperative ownership of FM stations. Committee's recommendations will be submitted for final action at Columbus June 7 before a meeting of the board of directors.

DOUBLING IN BASS, Gayle Grubb (left) manager of WKY Oklahoma City steps out of character to join Lucille Manners, soloist of the *Cities Service Concert* in a special theme song written by Mr. Grubb for workers in the State Symphony Society membership drive. Miss Manners was soloist when the Oklahoma Symphony Orchestra recently broadcast the regular Cities Service Concert from the Municipal Auditorium. Cities Service Concert was the first sponsored program over an Oklahoma City station and was WKY's first commercial network program, starting Dec. 21, 1928. Cities Service Co., Foote, Cone & Belding, agency handling the account, and WKY arranged several guest appearances for Miss Manners before patients of three Army hospitals, a Navy hospital, war workers.

Waiver Extended

PETITION filed with the FCC by WIP-FM, WFIL-FM, WCAU-FM, WPEN-FM, KYW-FM Philadelphia for extension of the waiver of Sec. 3.261 of the Commission's Rules and Regulations was granted by the Commission last week to permit operation of the five FM stations on a cooperative basis to provide a daily eight-hour schedule of programming for the Philadelphia area. Extension is for the period ending May 1, 1945. Each station operates a fixed day each week with the remaining two days covered by a rotating schedule.

WESTERN ELECTRIC Co. is now producing a 25 lb. loudspeaker designed by Bell Telephone Labs for the Navy. It is resistant to shock, salt spray, gun blast, and is easy to service because of the simplicity of its construction.

★ ★ ★ ★
WSYR
The Only NBC Station Covering Central New York
—including over 40% of farms in the state.
★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

NEW MASCOT for WBIG Greensboro, N. C., is big broadcaster Jack Earle, 8 feet 6 inches tall, who spoke over the station for Roma Wine. He is interviewed by Alice Birkhead, 5 foot announcer of WBIG and Wally Williams, 5-foot-6 production manager.

New Welch Series

WELCH GRAPE JUICE Co., Westfield, N. Y., on June 5 starts *Time Views the News* on 183 Blue stations. The quarter-hour broadcast by Westbrook Van Voorhis, announcer for *March of Time* on NBC, will be heard Monday, Wednesday, and Friday, 4:30-4:45 p. m. A summary of news developments is prepared for the broadcast from daily cabled reports from *Time* Magazine's correspondents. Welch Grape Juice Co. on May 28 discontinues Irene Rich's *The Woman from Nowhere* on 66 CBS stations. Agency handling the account is H. W. Kastor & Sons, Chicago.

Republic's Big Fund

RADIO advertising for Republic Pictures Corp., New York, will be greatly increased during the 1944-45 season. Film company has appropriated $2,700,000 for radio, magazine and newspaper advertising, and $17,750,000 for production of 68 pictures. Agency is Donahue & Coe, New York.

WALTER G. CAMPBELL, Foods & Drugs Commissioner, Federal Security Agency, last week announced his resignation. He will retire.

AP

WCAR, Pontiac, Michigan

. . . When a station has AP service it doesn't need any other . . . so complete and satisfactory is AP material.

H. Y. Levinson
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Television Broadcasters Take Issue With CBS on Quality

IN A STRONGLY worded statement issued following a five-hour meeting in New York Friday afternoon, the board of directors of the Television Broadcasters Assn. declared that the CBS statement on television (see page 9) is contrary to the recommendations of the Radio Technical Planning Board and put TBA on record that the present television standards "provide an excellent basis for commercial television in the post-war era."

Statement follows in full text:

The public statement issued on April 27 by CBS is contrary to the carefully considered recommendations of the engineers of the industry comprising the television panel of the Radio Technical Planning Board.

The CBS statement deals in the realm of speculation, and is not based on experience or sound technical principles. It is a reflection upon the competence and integrity of television engineers who have carefully considered all these matters. It is the considered opinion of Television Broadcasters Assn. Inc. that the present standards, based on sound engineering judgment, provide an excellent basis for commercial television in the post-war era.

The present television receivers in the hands of the public, manufactured five years ago, do not take full advantage of the quality of the picture which the present standards provide. The public will be agreeably surprised at the picture quality which the post-war receivers will provide, based on present transmission standards.

The present-day television system is capable of reproducing pictures of equivalent or even better quality than 16 mm. home movies. Television receivers will be available in the post-war period to fully utilize the potential quality of the present transmission system.

MUTUAL EXECUTIVES FORM SALES STAFF

MUTUAL network last week set up an executive sales staff headed by Edward Wood, MBS general sales manager. Comprising network executives, the new unit will meet in New York each week to study sales problems of the network, working in conjunction with the sales and sales promotion department. Group will determine sales policies and consider sales presentations among other matters.

With Mr. Wood as chairman, the group includes Robert Schmid, director of sales promotion and research. Wilber Eickelberg, Harry Trenner, account executives; Z. C. Barnes, director of sales administration and Ade Hulte, sales manager of the Chicago division, the latter journeying to New York once a month to attend the meetings.

Network has augmented its sales staff with the addition of Robert R. Somerville as assistant to Mr. Wood, and Edward Otis, former manager of the eastern division of MBS station relations who has been transferred to the sales service department as eastern sales service supervisor. Mr. Somerville comes to Mutual from MBS network sales division, where he served from 1938-1944. He was formerly with Joseph Hershey McGillvra Inc., station representative.

Kesten Going Abroad

PAUL KESTEN, executive vice-president of CBS, will probably leave for England within the week, travel restrictions permitting. Unlike CBS President William S. Paley, currently overseas on special assignment for the OWI, Mr. Kesten is making his trip in the interest of the network and not as a member of Government or military mission.

MORE than 1,000 high school editors and reporters from New York, gathered at NBC's Studio 8H in New York last Saturday for a demonstration of news pick-ups by shortwave from war zones and to view television.

Giveaway Booklet

W. E. LONG Co., bakery advertising service, which syndicates a number of giveaway programs, as a sequel to the money giveaway controversy [BROADCASTING, March 6, 13, April 3] has issued an 80-page book dealing with the pros and cons of money giveaway programs, legal aspects, mechanical problems, etc. The book, published under the direction of E. J. Sperry, radio director, discusses such legal problems as, "Are spinning-wheels lottery? Is automatic telephone selection lottery? Is it legal to identify a package over the telephone?" The book is available to station executives and can be obtained by writing the W. E. Long Co., 155 N. Clark St., Chicago.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
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CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

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• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
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Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 22 TO APRIL 28 INCLUSIVE

Decisions . . .

APRIL 25

WCOV Montgomery, Ala.—Granted voluntary assignment license from Capital Broadcasting Co. to G. W. Covington Jr., who owns all issued and outstanding stock. No monetary consideration involved.

KTBI Tacoma, Wash.—Granted transfer control from C. C. Cavanaugh to Harold S. Woodworth for total consideration of $13,080 representing 109 sh (54.5%).

KPQ Wenatchee, Wash.—Granted mod. CP make changes in DA and ground system and extend completion date from 5-1-44 to 11-1-44. Also granted extension special service authorization to operate by indirect method on 560 kc, 1 kw D, 250 w N, unlimited, using W.E. 304-A 1 kw transmitter and 310 foot vertical radio radiator for period ending 11-1-44. Subject to Jan. 26 Policy.

WHBC Canton, Ohio—Granted mod. CP for change antenna system and extension completion date to 180 days after grant. Subject to Jan. 26 Policy.

WHOM Jersey City, N. J.—Denied special service authorization operate with main studio at 29 West 57th St., New York City (in lieu of presently licensed studio location at 2866 Hudson Blvd., Jersey City), for period ending 8-31-44.

WIRE Indianapolis—Denied petition for reinstatement of application for CP change 1430 kc to 1190 kc and increase 5 kw to 50 kw. Petition denied without prejudice to reconsideration in event there is a change in conditions with respect to any pertinent application such as to warrant reconsideration

KMLB Monroe, La. Granted in part petition for reconsideration of application for CP; denied petition for rehearing, reconsideration, and designation for hearing of the application for CP of KNOE Monroe, La.

WFLA Tampa, Fla.—Granted application CP increase 1 kw N to 5 kw N and make corresponding changes in DA, subject to Jan. 26 Policy. Conditions.

WIP-FM WFIL-FM WCAU-FM WPEN-FM KYW-FM Philadelphia—Granted petition for extension of waiver of Sec. 3.261 of Commission's Rules for period ending 5-1-45, to permit operation under cooperative plan.

Applications . . .

APRIL 25

A. A. Schecter, Providence, R. I.—CP new FM station.

WRNL Richmond, Va.—Transfer control from John Stewart Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers Inc.

KABC San Antonio, Tex.—CP change 1450 kc to 680 kc, increase 250 w to 50 kw D, 10 kw N, install new transmitter, DA-N, change transmitter site.

APRIL 26

WNLC New London, Conn.—CP change 1490 kc to 1240 kc.

Midstate Radio Corp., Utica, N. Y.—CP new standard station, 1450 kc, 250 w unlimited, amended re changes in transmitting equipment.

KDNT Denton, Tex.—Mod. license change 1450 kc to 1400 kc, amended to request CP for equipment changes and increase 100 w to 250 w on 1450 kc, omit request change frequency.

APRIL 27

Western Michigan College of Education, Kalamazoo, Mich.—CP new non-commercial educational station, 42,500 kc, 1 kw, special emission. Resubmitted.

KID Idaho Falls, Ida.—Transfer control from Jack N. Duckworth to Walter Bauchman, H. F. Laub and L. A. Herdti.

Board of Education, City of Detroit, Mich.—CP new non-commercial educational station, 42,700 kc, 1 kw, special emission. Incomplete.

WBAM New York—Granted license to use transmitter formerly licensed to W2XOR, as auxiliary.

APRIL 26

KGGF Coffeyville, Kan.—Granted motion for order to take depositions in reapplication for license renewal and for CPs.

APRIL 27

KGGF Coffeyville, Kan.—Granted mod. CP for extension completion date to 7-22-44, on condition it is subject to whatever action may be taken upon pending application for license renewal.

WTAG-FM Worcester, Mass. — Granted license cover CP for new FM station, 46,100 kc, unlimited, studio location, transmitter location.

John Higgins Broadcasting Co., Waterloo, Ia.—Placed in pending file application for CP new FM station.

Broadcasting Corp. of America, Riverside, Cal.—Same.

Brockway Co., Watertown, N. Y.—Same.

Record-Herald Co., Wausau, Wis.—Same.

Peninsula Broadcasting Co., Salisbury, Md.—Same.

Capital Broadcasting Co., Washington, D. C.—Same.

Herman Radner, Dearborn, Mich.—Same.

Rhea Howard, Wichita Falls, Tex.—Same.

Broadcasters Oregon Ltd., Portland, Ore.—Same.

Louis Wasmer, Spokane, Wash.—Same.

E. F. Peffer, Stockton, Cal.—Same.

American Broadcasting Corp., Lexington, Ky.—Same.

W8XCT Cincinnati—Granted mod. experimental television CP authorizing extension completion date from 4-28-44 to 10-26-33.

Broadcasting Corp. of America, Riverside, Cal.—Placed in pending file application for CP new commercial television station.

Tower Realty Co., Baltimore—Same.

Bamberger Broadcasting Service, Philadelphia—Same.

Bamberger Broadcasting Service, Washington, D. C.—Same.

Would you like to work in a brand-new installation of the highest-powered international broadcasting stations in the Western Hemisphere?

Would you be interested in joining an organization which maintains one of the highest engineering salary scales in the radio industry?

Are you a licensed first-class technician?

Are you reasonably draft exempt?

Can you meet W. M. C. regulations?

WLW's Engineering Department needs men for its studio and transmitter staffs in addition to an entire new staff for its new International Broadcast Stations. Here is your chance to join an organization where opportunity is absolutely unlimited. Write J. M. McDonald, Assistant Technical Director, Radio Station WLW, Crosley Square, Cincinnati 2, Ohio.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SHIPMAN & BAKER, New York, on July 30 for 13 weeks starts *The Ilka Chase Program* on 116 Blue stations, Sun., 1:15-1:30 p.m. Agency: Modern Merchandising Bureau, N. Y.

VICK CHEMICAL Co., New York (Vick products), on April 18 started for 52 weeks, *Dramatic Stories*, on 8 CBS Pacific stations, Tues. 9:25-9:30 p.m. (PWT). Agency: Morse International, N. Y.

KERR GLASS MFG. Corp., Los Angeles (Mason jars), on May 3 starts for 13 weeks *Care & Feeding of Husbands* on 36 Don Lee Pacific stations, Wed., Fri., 4:15-4:30 p.m. Agency: Raymond R. Morgan Co., Hollywood.

CAMPBELL CEREAL Co., Chicago (Malt-O-Meal), on May 2 starts for 13 weeks *Care & Feeding of Husbands* on 36 Don Lee Pacific stations, Tues., Thurs., 4:15-4:30 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Renewal Accounts

GENERAL MOTORS Corp., Detroit (institutional), on Aug. 1, for 52 weeks renews *General Motors Symphony of the Air* on 134 NBC stations, Sun., 5-6 p.m. Agency: Arthur Kudner Inc., N. Y.

AMERICAN DAIRY ASSN., Chicago (dairy products), on April 30 renewed for 13 weeks transcribed *Voice of the Dairy Farmer* on 17 Don Lee Pacific Northwest stations, Sun., 12:15-12:30 p.m. (PWT). Agency: Campbell-Mithun Adv, Minneapolis.

GENERAL MILLS, Minneapolis, on June 5 renews for 52 weeks Monday through Friday: Cheerioats—*Today's Children*, 123 NBC stations, 2:15-2:30 p.m.; Betty Crocker soup—*Guiding Light*, 122 NBC stations, 2-2:15 p.m.; Softasilk Cake Flour & Kix—*Hymns of All Churches*, 29 NBC stations, 2:45-3 p.m.; *Melodies of Home*, 29 NBC stations, (Thurs.) 2:45-3 p.m.; *Betty Crocker*, 29 NBC stations, (Fri.) 2:45-3 p.m. Agency: Dancer-Fitzgerald & Sample, Chicago, except for Betty Crocker soup—Knox-Reeves Adv, Minneapolis.

Network Changes

LARUS & Bros. Co., Richmond (Chelsea cigarets), on May 6 shifts Guy Lombardo's *Musical Autographs* from Sun., 10:30-11 p.m. on 67 Blue stations, to Sat., 10-10:30 p.m. on 67 Blue stations. Agency: Warwick & Legler Inc., N. Y.

JAVEX MFG. Co., Toronto (cleanser) on May 1 changes *Javex Wife Preservers* to *How Does The Chorus Go* on 8 Ontario stations, Mon., Wed., Fri. 10:15-10:30 p.m. Agency is MacLaren Adv., Toronto.

GENERAL MILLS, Minneapolis, (Kitchen Tested Flour) on June 5 replaces *Light of the World* with *Women in White*, at the same time renewing same period for 52 weeks on 124 NBC stations, Mon. through Fri., 2:30-2:45 p.m. Agency: Dancer-Fitzgerald & Sample, Chicago.

New Unit of OWI Beamed at Europe

ABSIE on the Air Carrying U. S. Voice to Six Nations

BROADCASTING direct from Great Britain by medium and shortwave to continental Europe, OWI's newest station, ABSIE, went on the air for the first time yesterday (April 30), carrying the *Voice of America* to France, Holland, Belgium, Norway, Denmark and Germany.

OWI's Overseas Branch stated that programs from ABSIE (American Broadcasting Station in Europe) will be programmed from its own studios in England which will send out a total of 8¼ hours daily of American broadcasts.

Heretofore, all OWI broadcasts from Britain have originated in OWI's New York studios and relayed to Europe by BBC.

The new station is the culmination of plans begun nearly two years ago by Robert E. Sherwood, Overseas Director, and representatives of the British government and the BBC. OWI announced a substantial step-up in *Voice of America* programs relayed from New York to continental Europe over BBC facilities to 171 weekly, with 42 relays added to bring the total to 213. An official stated that medium wave broadcasts from the station would reach into Germany.

Honolulu Application

PRESS WIRELESS has filed an application with the FCC to set up a new station in the Honolulu area. Plans are to provide the station with direct radioprinter service from the States, and to make available the United Press news wire service. According to Press Wireless, the War Dept. is eager for an increased flow of news to Hawaii and would no doubt sanction the new station.

Symphony Benefit

TWO MAJOR musical institutions—the NBC Symphony Orchestra, and the N. Y. Philharmonic-Symphony Society, heard on CBS—will merge for a special non-broadcast concert at Madison Square Garden, New York, May 25. Proceeds will go to the 1944 War Fund of the New York Chapter of the American Red Cross. Arturo Toscanini will conduct the program. Local 802 of the American Federation of Musicians has approved the joint concert, with the stipulation that it will not be broadcast. There will be guest soloists and a choral group of 500 voices.

Taylor Reelected

DEEMS TAYLOR was reelected president of ACAP last Thursday by the board of directors, which also reelected Gustave Schirmer and Oscar Hammerstein 2d as vice-presidents; George W. Meyer, secretary; Max Dreyfus, treasurer; J. J. Bregman, assistant secretary, and Irving Caesar, assistant treasurer.

RCA stockholders annual meeting will be held May 2 at 11 a.m. in NBC Studio 6-B, Radio City, New York.

Classified Advertisements

—PAYABLE IN ADVANCE—

Minimum $1.00. Situation wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting, National Press Bldg., Washington 4, D. C.

—PAYABLE IN ADVANCE—

Help Wanted

Excellent opportunity in small organization with NBC affiliate in city of 80,000 for ambitious salesman. Good salary, pleasant working and living conditions. Address Box 221, BROADCASTING.

ANNOUNCER—For basic major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW midwest station. $42.50 week and eight, or more hours overtime. Supply outline of experience, education, draft status, and enclose a snapshot. Address Box 90, BROADCASTING.

Experienced radio announcer on 5 KW regional network station. Give experience and salary requirements. Box 166, BROADCASTING.

RIP SNORTIN' double-barreled, punch-packin' hillbilly **gang** wanted to plow up rich, virgin territory. Must have flashy personal appearance, plenty of zip, dash, verve and raciness. Great opportunity. Five, six or seven pieces. First send pix and details to Box 207, BROADCASTING, then await request for recording. Lightning action imperative!

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State Starting Salary desired and draft classification. Box 209, BROADCASTING.

Engineer with first class telephone license. Apply Box 218, BROADCASTING.

Experienced newsman for radio writing. Must be fast, colorful writer; well informed; good educational background. This job is not for hacks or neophytes seeking experience in news field. Must send samples of writing. Box 220, BROADCASTING.

ANNOUNCER-NEWSCASTER. Draft exempt. Must have some experience. Basic salary $40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

OPERATOR—First class license for new 5 KW transmitter KINY Juneau, Alaska. Opening for chief if qualified. Permanent position. Travelling expenses paid from Seattle. Address Vincent I. Kraft, 708 American Bldg., Seattle.

OPERATOR—Over draft age for permanent position. State references, education, and experience. Include photo. Write Technical Manager, Radio Station WFDF, Flint, Michigan.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—First or second class operator. 1 KW Blue-Mutual Station. Excellent working conditions. State salary expected. Draft status. Radio Station WTJS, Jackson, Tennessee.

WANTED: Chief Engineer, 250 Watt, Blue Network Station. State salary and experience. WGRM, Greenwood, Mississippi.

Wanted: Announcer general staff work. Ideal working conditions. Will consider man with limited experience. WKBH, LaCrosse, Wisconsin.

CHIEF ENGINEER—Position offers splendid opportunity. KTRI, Sioux City, Iowa.

Wanted—Experienced announcer. Midwest Blue Network affiliate excellent opportunity for right man. State experience, salary requirements, draft status and send photo. Fred W. Wagenvoord, Station WJIM, Lansing, Michigan.

Help Wanted (Cont'd)

NEWSMAN—Applications wanted from radio newsmen who really know something about news, for possible vacancy on professional staff employing five leased wires and completely processing all broadcasts. Must be able both to write clean copy and to broadcast it acceptably on a 50,000 Watt, Clear-Channel Station. Fairly young, newspaper-trained man preferred. Don't phone or wire, but write full particulars to Jack Shelley, News Editor, Station WHO, Des Moines, Iowa.

Chief Announcer—Sportscaster—M. C. experienced—30 years or older—War Labor Board ceiling 80c hr—overtime permits $40.00 week or more. CBS affiliate. College town, 25,000. Moderate living costs, center Dude Ranch country, nice climate year around. **Also newscaster** @ 70c hr, range $36.00 to $38.00 week. Send audition recording. Write KGVO, Missoula, Montana.

Wanted Transmitter Engineer. First or second class license by CBS affiliate. For details write or wire Chief Engineer, WIBX, Utica, New York.

Situations Wanted

COMPETENT STATION MANAGER—Now employed looking for better opportunity. Capable of coordinating commercial, program and technical departments to produce excellent results. Experienced in sales and station promotion. 14 years radio-newspaper—married with family. Age 37 years, 7 months. Box 142, BROADCASTING.

STATION OR SALES MANAGER AVAILABLE MAY 1. Family man, middle forties, over eight years station management experience, available for long time employment. Now in Chicago area but will go any place. Box 190, BROADCASTING.

COMMERCIAL MANAGER with 12 years highly successful managerial and sales record in Radio's most competitive market, New York, desires change of location. Willing substitute $15,000 annual income for pleasant opportunity with progressive Southern or Western Station wishing gain national reputation as outstanding outlet in Sales, Showmanship, Programming, Public Service, etc. Will accept moderate salary plus commission, over-writing or percentage arrangement. Don't hesitate write in confidence. Box 194, BROADCASTING.

Producer-Director. Idea man. Extensive musical, stage experience. Honorable discharge from Army. Prefer West Coast connection. Box 198, BROADCASTING.

COMMERCIAL MANAGER—Now employed West Coast desires change. Draft exempt. Pleasing personality. Top references. Box 200, BROADCASTING.

Versatile, conscientious young woman. Proved ability production, writing, public service programming. Desires permanent position with progressive station. Available May 15. Box 201, BROADCASTING.

FOUR TRAINED, EXPERIENCED ANNOUNCERS specialized or general staff consisting of sports man play by play. Production moodshow man write and general. Newscaster and news editor. General commercial announcer. All four trained to work together. Ad-lib, newscasts, disk showmen 4F. Box 202, BROADCASTING.

OPERATOR. Girl. Third class permit. Trained by N.A.B. and R.C.A. Institute. Northeast area preferred. Apply Box 204, BROADCASTING.

Announcer: 4 years experience. Colored—Married 24, 4F, 3rd class permit. Available at once. Box 206 BROADCASTING.

ANNOUNCER—1 year experience; med. dis. from army; age 25; single. Box 208, BROADCASTING.

Situations Wanted (Cont'd)

Excellent, draft-exempt producer-writer seeks position. Box 211, BROADCASTING.

Engineer, Writer, Radiotelegrapher—First telephone, second telegraph licenses. Commercial traffic, press copying, news writing, radio copy experience. 27. 4-F. No announcing. Permanency desired. Anything considered. Box 210, BROADCASTING.

Experienced, dependable program director, producer available, 4F. Box 212, BROADCASTING.

SPORTS COMMENTATOR: 4 years experience Top notch play by play baseball, boxing, wrestling. Write own sports shows. Draft exempt. Transcriptions available. Box 213, BROADCASTING.

PROGRAM DIRECTOR—17 years experience in program direction, production, writing. Family man, draft exempt. Want permanent position where ability will pay dividends. Box 214, BROADCASTING.

Chief Engineer—Complete charge AM-FM. Graduate engineer. 29. 10 years experience. Not cheap but good. Airmail data, photo. Box 215, BROADCASTING.

Capable Announcer — Desires association with progressive western station. Good news voice. Dramatics. References. 4-F. Box 217, BROADCASTING.

ANNOUNCER—Some experience, go anywhere. 4F, permanent. Box 219, BROADCASTING.

Station Owners—Young top radio sales executive draft-exempt desirous of managing sales of progressive station. At present controlling radio advertising, large New York accounts. Box 104 Radio—246 Fifth Ave., New York City.

Just released from Army. 11 years in radio. Producer, program director, announcer; 7 years musical director. 33 years old—single. Desire West Coast contact. Kennedy Nelson c/o 6331 N. Ridge Ave., Chicago 26, Ill.

Wanted to Buy

WANTED: 5 KW Transmitter and Associated Equipment. Also towers, phasing and line termination equipment. Write Box 222, BROADCASTING.

Wanted—Speech equipment, any kind. Also frequency and modulation monitors. Box 177, BROADCASTING.

WANTED TO BUY—Auxiliary Power Supply. Direct coupled, gasoline engine driven, 5 KW, 60 cycle, complete with battery starter and switch panel. Box 203, BROADCASTING.

WE 279 A tubes new used or burned out. Box 205, BROADCASTING.

Wanted: Vertical radiator 150 to 200 feet. Any make. Good cash price. WKNE. Keene, New Hampshire.

RECORDING EQUIPMENT — Standard make, good condition. KTRI, Sioux City, Iowa.

Studio Console, Any Make, Any Model. P. O. Box 2204, Birmingham, Ala.

For Sale

Unused RCA 4856 diamond head; 902, 909 CR tubes. Offers. Box 216, BROADCASTING.

Presto model "K" recorder. R. T. Patton. 3034 Newark St., Washington, D. C.

EQUIPMENT WANTED

250 Watt Transmitter. Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment.

BOX 199, BROADCASTING

ACA COURSE GIVES PRACTICAL TRAINING

TRAINING course for broadcast technicians, established last year in Philadelphia through the cooperative efforts of the broadcast local of American Communications Assn., the Philadelphia broadcasters and the city's Board of Education, has placed approximately 31 licensed personnel in radio stations, 20 in allied electronic industry and has a reserve of five ready for employment, with others now completing the course, the union has reported.

Course consists of three phases of training: Basic theory, comprising lectures and demonstrations of radio theory, construction, with each student given at least one complete project to assemble, wire and operate and actual operating practice, with selected trainees receiving instruction in mike placement, and studio procedure on live programs and maintenance in the studios of WFIL WCAU KYW WIP and WIBG.

"Our training is contributing to the war effort in that students are gladly accepted by all employers using electronics. Our training program is designed to produce FCC licensed replacements capable of doing all phases of studio and transmitter work."

Mr. Shipp pays tribute to Lt. Col. Samuel Rosenbaum, past president of WFIL and now with AMG, for his enthusiastic support of the training plan, stating, "It was through his untiring efforts that the union secured the cooperation of the broadcast stations."

Armond Collette

ARMOND COLLETTE, recording engineer of CBS central division, died of a heart attack at the studio on April 26. Mr. Collette, who had been a member of the CBS staff for more than a year, is survived by a wife and child.

Thomas S. Buechner

THOMAS S. BUECHNER, 41, vice-president and chairman of the plans board of Ted Bates Inc., New York, committed suicide at his home in Bronxville, N.Y., Saturday, April 22. He leaves his widow and three children.

WANTED

Experienced staff announcer by 50,000 watt southern station. For appointment for interview, address Manager, Station WPTF, Raleigh, N. C., giving full particulars.

STATION WPTF
RALEIGH, N. C.

Devil Dogs' One-Man Battle Recorder

Pacific Action Caught By Sgt. Hardin Under Fire

By MARY ZURHORST

THE ONE-MAN Battle Broadcasting unit for the Marines—S/Sgt. James O. Hardin Jr.—has just returned from the South Pacific to enter Officer Candidate School at Quantico, Va. In the Pacific Theatre since May 1943, Sgt. Hardin pioneered radio recording in the tropic battle zones.

Sgt. Hardin

Before joining Marine Corps Public Relations, Sgt. Hardin was with WMGA Moultrie, Ga. and WSB and WATL Atlanta as announcer and promotion man. Due to the efforts of 1st. Lt. John A. DeChant USMC, the Marines secured equipment for recordings and Sgt. Hardin was sent to the Pacific under Lt. DeChant to do the Battle Broadcasts.

Covers Pacific

With the portable unit housed in a converted trailer, he covered the South and Central Pacific, sending back recordings from Gaudalcanal, Bougainville, Vella Levella, New Guinea, and other front-line battle areas.

Despite warnings of the delicacy of the equipment, and of difficulties ahead with rust, corrosion, mold and the effects of heat and dampness, Sgt. Hardin "can't say enough for the way the equipment stood up under the worst possible conditions".

"On the way to Bougainville," he told BROADCASTING in an exclusive interview last week, "we lashed the trailer onto a Navy landing boat. Somehow we got lost from the convoy and ran into a terrific storm, with water washing over the trailer constantly. The equipment got soaked. And even though it was protected with heavy padding we were sure it was finished when even the thick iron bar holding down the trailer bent like a hairpin.

"But when we reached the island —through good navigation and luck it turned out to be an occupied beach strip on Bougainville—we set up the unit and it worked without a hitch."

On Bougainville Sgt. Hardin made outstanding records of a Jap bombing attack on the Allied-held position. "The trailer was set up just off the field, with a long lead line so that I could take the mike out into the bombing area. It was at night, and all the electricity on the field was cut off except for the searchlights and the broadcast unit. Just after the raid started, I opened the mike and began describing the action as the plane was caught in the crossed beams of the searchlights, with trails of ack-ack fire shooting into the sky.

"Then," he said, "when I could tell from the direction of the bombs that they were about to hit pretty close, I dropped to the ground and kept the mike going. In a few seconds I went back and described what had just happened. And the equipment stood up under it all."

There were times, however, when trouble did develop with the equipment. Rust and corrosion had to be combatted constantly.

Engineer's Aid

Just before a Battle Broadcast from a front line position, Sgt. Hardin found that all the transcriptions were molded. He tried everything to remove it, but nothing helped. "Then I pulled my old trick of looking around for an ex-radio engineer. Somehow, whenever I ran into trouble, I always managed to find an engineer ready to help, no matter what service he was in. A radio maintenance man with the AACS, named Ackerman who was formerly a radio engineer with Eastern Air Lines, experimented with all sorts of solutions. Finally he tried carbon tetrachloride and it worked."

"Being just a one-man outfit and an ex-announcer, I often ran into technical problems that I couldn't handle," Sgt. Hardin said. "In the Russell Islands it was Marine T/Sgt. Cecil Hamrick, who used to be with WTEM Temple, Tex., who came to the rescue. At Guadalcanal I found Navy Radio Technician Scanlon, a former RCA engineer, and he ironed out the kinks in the equipment that had stumped me. Then on Vella Lavella John R. Skelton was a tremendous help. He's in the Navy now as chief radio technician. He was with WATL Atlanta, WAIM Anderson, S. C. and WSAV Savannah, as announcer and engineer before he got into the service."

Mr. Skelton aided in the recordings on Vella Lavella of a Christmas service for natives of the island [BROADCASTING, Feb. 28]. The trailer was parked on the beach, about six miles from the open air amphitheatre where the service was to be recorded. They had to use type E telephone lines already set up by the New Zealand Government.

"I'd love to see the expression of some engineers back in the states if they had seen the equipment we used," said Sgt. Hardin. "We rigged up an old receiver set that wouldn't work as a receiver, but the amplifier was still good, so we used it for the amplification system. That broadcast was really improvised but it turned out very well."

The sergeant recalled one incident while recording an air raid when a short circuit occurred in the lines, and the soldier holding the microphone flung it into a pile of rocks several yards away. "We thought the mike was done for, then," he said, 'but we picked it up and that instrument I had always been warned was so delicate, wasn't even jarred."

Battle Broadcasts are made on instantaneous transcription discs and airmailed back to Washington where the music division of the Library of Congress re-records them on more permanent discs. Lt. James W. Hurlbut, Marine Corps public relations officer in Washington, formerly with WTOP, handles distribution of the records.

Sgt. Hardin made many interviews with groups of boys from the same location and sent the recordings back to their local stations. Among outstanding records he made are: Last interview with Marine Ace Maj. Boyington just after he had shot down his 26th plane; bombing of a Jap bridge as described by the Navy flier making the attack; interview with the ground crew on a front line airfield, made under the wing of a bomber because of a teeming rain; and innumerable recordings of battle action.

Drawn for BROADCASTING by Sid Hix

"At Last, Joe, We Can Play Anything We Want Without Worrying About Petrillo!"

FMBI Authorizes FM Rules Inquiry

Special Study Group Named; 16 New Members Approved

APPOINTMENT of a special committee to study FCC rules and regulations affecting FM service areas and classification of stations, approving 16 new memberships, authorize conferences with the FCC and clarification of the Engineering Committee's Recommendation 3 were passed on by the FMBI Board at a meeting last Monday in the Waldorf-Astoria Hotel, New York.

On the special committee, which will make recommendations to the board, are Walter J. Damm, WTMJ-WMFM Milwaukee, FMBI president; Franklin M. Doolittle, WDRC, WDRC-FM Hartford; J. Leonard Reinsch, director of the Cox stations WSB WHIO WIOD; Cecil Mastin, and E. E. Hill, WTAG Worcester.

Classification Depends on Board

President Damm, Dr. C. M. Jansky Jr., engineering counsel, and Philip G. Loucks, legal counse, were authorized to confer with the FCC with respect to common antenna support and processing of applications. Dr. Ray H. Manson of Stromberg-Carlson Co., Rochester, reported the new FMBI booklet, on which an original print order for 200,000 was authorized, is ready for publication.

The Board clarified Recommendation 3 of the Engineering Committee's report as follows: "The need for classification of FM stations, the determination of the number of channels to be assigned to each class of station, if more than one are required, is unavoidably dependent upon the number of channels, that is, the width of the band assigned to FM broadcasting. Therefore at this time the Committee has no recommendation to make on this subject. If and when a sufficient number of channels are made available, no classification of stations will be necessary."

Following memberships were approved: WIBC Indianapolis; WING Dayton; KLZ Denver; WIP Philadelphia; Transcript Publishing Co., North Adams, Mass.; WGAR Cleveland; WKY Oklahoma City; Sun Co., San Bernardino, Cal.; WSBT-WSBF South Bend; KHQ Spokane, Wash.; WEBR Buffalo, N. Y.; WBEZ Chicago; FM Development Foundation, Washington; WHBF Rock Island, Ill.; WGAL Lancaster, Pa.; *Washington* (D. C.) *Post*.

Attending the Board meeting were the following directors, in addition to President Damm: Dr. Manson, George Lang, WGN-WGNB Chicago; Arthur B. Church, KMBC Kansas City; John Shepard 3d, Yankee Network; John V. L. Hogan, WQXR-WQXQ New York; Theodore Streibert, WOR-WBAM New York; Mr. Doolittle, Philip G. Loucks, Dr. Jansky and Myles Loucks, Washington manager, also were present.

WAVERLEY ROOT, commentator of WAAT Newark, is publishing a weekly news letter summarizing his views as expressed during the week.

Kansas City's Typical Shopgirl, Hildegard Guenther of Berkson's, has this to say of Radio, "After a particularly trying day with shoppers, I can think of no better way in which to spend a quiet evening at home than to turn on the radio and relax. I'd hate to think what life would be these days without the entertainment and fun of my favorite radio programs."

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

Radio Service Is Deep-Rooted

The service of broadcasting to the community is many times unapparent. Because radio tints the mosaic of American living, its influence is deep-rooted. Listeners from every walk of life depend more and more upon the service of radio, and KMBC strives constantly to improve that service. That is why advertisers utilizing the facilities of KMBC find themselves *in good company.* A friendly acceptance into the homes of the *Heart of America* is theirs, for KMBC has spent a lifetime in building a reputation of ethical and worthwhile service to the community.

KMBC

OF KANSAS CITY

REPRESENTED BY FREE & PETERS

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI & KANSAS